



## Reality Based Group™ GamePlan® Process

An organization's service model is composed of a series of behaviors knitted together to form a cohesive interaction between front-line team members and customers, with the goal of increasing the likelihood of retention and maximizing revenue from the client. For many organizations, their service model is the differentiating feature of the product they offer to the public. As in the manufacture of any product, process control and measurement must be applied to ensure the uniformity of quality that customers expect. When we measure our behaviors, we can easily discern areas of opportunity for improvement and successes to be celebrated and replicated.

However, the actions taken after the initial measurement are often where a continuous improvement process loses momentum. Most organizations, while attempting to ensure uniformity and world class experience in customer-facing positions, often neglect inward facing processes as candidates for measurement and improvement. In short, if we believe in evaluating our performance and improving from there, why stop at the front lines?

Reality Based Group™'s proprietary GamePlan® process allows for measurement, accountability, and improvement AFTER our initial evaluations. Front-line management is provided a step-by-step Coach's Guide on how to coach to their team's evaluations. The Coach's Guide provides management the ability to have impactful conversations with EVERY associate, not just those that were evaluated, in a time-efficient format designed to increase the likelihood that the discussed behaviors will be exhibited by team members in the field. Additionally, front-line management is provided with a tool to document their coaching session, identify dedicated team members, and set action plans for continuous improvement. Upper management has transparency into these sessions, with automatic notifications the moment coaching documentation is completed and analytics correlating evaluation score with coaching completion.

GamePlan® allows organizations to close the loop on their evaluation and coaching processes, ensuring that follow-up coaching occurs in a timely, uniform, and optimum fashion.



## Reality Based Group™ GamePlan® FAQ

**Q:** Why is your coaching process structured the way that it is?

**A:** Our coaching process is built around utilizing the shops as stimuli for regular conversations from front-line management to front-line team members. It is designed to get the team members talking more than management about steps of sales and service.

Research has shown that an individual will believe less than 10% of the things they are told. That same individual will believe over 90% of the things he or she says. When we vocalize something aloud, we make a subconscious commitment to ourselves to do that thing. By utilizing your team's evaluations to facilitate high-impact, engaging conversations around your steps of sales or service most in need of attention, we organically increase the likelihood that those very same behaviors will be displayed in the future.

**Q:** This process seems fairly repetitive. Is that good?

**A:** Given that the GamePlan® coaching conversations are based on behaviors measured during your Reality Based Group™ onsite evaluations, there will only be repetition if the team repeatedly falls short in the same areas of their evaluations. If this is the case, repetition will be necessary to ensure mastery of the opportunity behaviors.

**Q:** Is it time-intensive?

**A:** Not at all. GamePlan® coaching sessions typically take 5 to 7 minutes per team member present.

**Q:** Does it work?

**A:** We've seen correlations between increased GamePlan® percentage and increased average evaluation score. The bottom line is that your team will be talking about your steps of sales and service regularly, using a uniform process that you have transparency into. That can only be a good thing.