

## **Human Asset Management: Secret Service - Creating an Inspired Customer Service Culture** <sup>[1]</sup>

The purpose of the Human Asset Management: Secret Service – Creating an Inspired Customer Service Culture is to explore how we perceive our internal and external reality and how this impacts the service we deliver in each moment. If we are present, we can see the moment when we can choose to reflect and respond rather than react. New research regarding how we are emotionally triggered and strategies for dealing with difficult people will be discussed. Participants will develop new mindfulness filters and learn tools that improve the quality of their daily interactions and work life. Forget the ghosts of customers past and remember what it feels like to be inspired!

**Program Level:** Basic

**Prerequisites:** None

**Advanced Preparation:** N/A

**Instructional Method:** Group-Live

**Instructor:** [Tamara Moore](#) <sup>[2]</sup>

**Recommended CPE Credit:** 2.0 Hours

**Field of Study:** Communications and Marketing

### **Course Objectives:**

At the end of the course, participants will be able to:

- Identify that anyone can be a customer in our personal and professional lives;
- Explain how human beings are wired for empathy and how we can be emotionally triggered;
- Describe our ability to “pause” between a stimulus and a response and how it can be productive and enhanced through mindfulness practices; and,
- Utilize strategies and tools for creating an inspired customer experience.

### **Program Policies** <sup>[3]</sup>

#### **NASBA Statement**

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[4].



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#### **Links**

[1] <https://www.cu.edu/controller/cpe-cpas/course-catalog/human-asset-management-secret-service-creating-inspired-customer> [2] <https://www.cu.edu/controller/tamara-moore-cpe-instructor>  
[3] <https://www.cu.edu/controller/cpe-cpas-policies> [4] <http://www.learningmarket.org>