

FLIGHT PATH

Part Two
Short haul actions
Long haul actions
Part Four
Short haul actions
Long haul actions

Brief



You are on a short haul economy flight from Manchester to Amsterdam. The flight cost £38 and the journey time is 1 hour and 20 minutes.

You receive excellent service throughout your journey
- from the moment you arrive to check in at Manchester
airport, right through to when you leave Amsterdam airport.

What would you expect from this journey to rate it as a first class experience?

Discuss your ideas as a team and write them down.



Han Flyers

Brief



You are on a long haul business class flight from London Heathrow to Los Angeles. The flight cost £3,950 and the journey time is 11 hours and 10 minutes.

You receive excellent service throughout your journey
- from the moment you arrive to check in at Heathrow airport,
right through to when you leave Los Angeles airport.

What would you expect from this journey to rate it as a first class experience?

Discuss your ideas as a team and write them down.



HIGH FLYERS

Name of touchpoint: Where do we want to be? Where are we now? **Short haul actions** Long haul actions

Representational System Preferences



For each of the following statements, please place a number next to every phrase. Use the following system to indicate your preferences from 1 to 4:

1 = Least like you

2 = Slightly like you

3 = More like you

4 = Most like you

I make important decisions based on:

gut level feelings what looks best to me which way sounds the best precise review and study of the issues

During an argument, I am most likely to be influenced by:

whether or not I am in touch with the other person's true feelings the logic of the other person's argument whether or not I can see the other person's point of view the other person's tone of voice

I most easily communicate what is going on with me by:

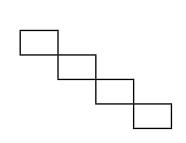
the feelings I share the way I dress and look my tone of voice the words I choose

When given an assignment at work, it is easier to carry out if:

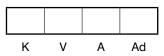
I have a feeling for what is required I can picture what is required I have tuned into what's required I have an understanding of what is required

I am very:

sensitive to the way clothing feels on my body responsive to colours and to the way a room looks attuned to the sounds of my surroundings adept at making sense of new facts and data



Total per column:



Grand total: =

NOTE: Your grand total should add up to 50

What are you grateful for?

Tell us something you are grateful for in your dental practice.







