



FLIGHT PATH

Part One

Short haul actions

Long haul actions

Part Two

Short haul actions

Long haul actions

Part Three

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.



HIGH 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.



Name of touchpoint:

[illegible]

A blank lined page from a notebook. On the left side, there is a black circular sticker with the text 'HRS' in yellow, bold, sans-serif font. The page is ruled with horizontal lines. The sticker is positioned over the left margin, and the text 'HRS' is partially cut off by the edge of the page.

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 you2 = Slightly like you3 = More like you4 = 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

NOTE: Your grand total should add up to 50

Total per column:

KVAd

Grand total: =

What are you grateful for?

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

