3SIX9
EXECUTIVE ADVISORY

CUSTOMER EXPERIENCE WORKSHOPS & TRAINING

Keeping the Promise to the Customer

A commitment can be clear to the person who hears it and invisible to the team that must deliver it. Bring Deborah Rosello the experience you want to improve for the people you serve.



Deborah Rosello / CEO, 3SIX9 Executive Advisory

WHAT THE PERSON HEARD

“Your materials will be ready Friday.”

WHAT THE NEXT TEAM RECEIVED

“Please prepare the materials.”

What participants practice together

Make a promise people can use	Agree on what will happen, who owns it, and when. Test the wording from the perspective of the person counting on you.
Carry it across teams	Trace one commitment from request to delivery. Practice passing on the deadline and context so the person you serve can rely on the original agreement.
Recover when plans change	Rehearse an update before the deadline slips. Agree on a next action and a follow-up time, then give managers a specific behavior to coach.

Deborah leads this workshop, drawing on her experience improving patient access across 12 locations. Her customer experience work and Adon’s experience preparing teams for launch inform the questions participants practice with examples from their own organization.

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Plan a session for your team

Tell us where a promise becomes difficult to keep. We'll shape the practice around the people making that commitment and those responsible for delivering it.

CHOOSE YOUR FORMAT

Focused session / 60–90 min	Practice one exchange and agree on what a complete commitment sounds like.
Half day / 3–4 hours	Trace an anonymized case across teams, rehearse recovery, and draft a standard managers can coach.
Full day or series	Practice several scenarios across roles and build a coaching plan for use after the session.

Included in your session

A sponsor briefing, an agreed agenda, and facilitated practice with an anonymized example. Depending on the format, the team will leave with a service standard, a clearer handoff, or a practice plan.

Additional scope

Your managers own implementation, coaching, and follow-through. Broader process redesign, onsite follow-up, and additional cohorts can be scoped separately.

PLANNING & BUDGET

Allow 3–6 weeks for focused training or a half-day workshop. Allow 6–10 weeks for a heavily customized full day, multiple cohorts, or a series.

The proposal covers agreed preparation, facilitation, and materials. Plan for space and AV or a virtual platform. Onsite travel, printing, and follow-up are itemized when applicable.

Start with a conversation

Email your audience, preferred date, location or video platform, and desired outcome. We'll discuss fit by phone or video, then send a proposal with scope, fees, and expenses.

Email your training brief

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