

# COMMUNITY ENGAGEMENT & PROFESSIONAL BOUNDARIES

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# COMMUNITY ENGAGEMENT & CUSTOMER DELIGHT

- What is **customer delight** you ask?
  - *Customer delight is understanding our customers' needs and expectations...and then **EXCEEDING THEM!!!!!!!***



# CUSTOMER DELIGHT

## ■ CUSTOMERS

- Who Are They?
- What Do They Want?
- Are We Meeting Their Needs?

# CUSTOMERS

- Family Success Center obvious “customers” are:
  - Participants
  - Partner Agencies
  - School Systems
  - The Community at Large!

## CUSTOMERS CONTINUED

Participants

Volunteers

Workshop Leaders

Churches

Local Businesses

School District

Hospitals

Banks

Colleges

Lawyers

Other Non-Profits

Other Family Success Centers

Apartment Complexes

Funding Sources

State representatives

Clubs and Organizations

Law Enforcement/City Officials

Financial Consultants

Retail Stores...The list goes on

## HOW CAN WE POSSIBLY?

- With so many different customers *how can we possibly engage them all and provide Customer Delight* to such a vast array of needs and expectations?
- Achieving customer delight is a *process, a program, a way of life...not* a single event!
- Finding your WHY?

[https://www.ted.com/talks/simon\\_sinek\\_how\\_great\\_leaders\\_inspire\\_action#t-338501](https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action#t-338501)

## OUR REALITY IS...

- Customer expectations are typically not very high
- **Your job is to surprise them!**
- Customer Delight is doing what they haven't even imagined
- What will cause them to say WOW!
- You know what you can do – they don't



# EXCEEDING EXPECTATIONS

- Warm Welcome and Greetings
- Terrific Tours
- Courtesy
- Open-Ended Questions
- Professionalism
- Use of names
- Ability to make a difference
- Confidentiality
- Empathy
- Active Listening
- It's the little things...



# WHY SERVICE MATTERS

- No one talks about adequate service
- People only talk about *GREAT* service or *BAD* service



## SO WHAT SHOULD WE BE DOING...

- To stand out in a crowd?
- To create a life changing experience?
- To create stories about us? (Good ones 😊)

# THINGS TO THINK ABOUT

How committed am I?

How am I treating customers now?

What do customers say about me?

What two things can I change to better reach and keep customers?

How can I make customer delight a core value in my work?

- Staff Meetings
- Board Meetings
- Make a part of each agenda...
  - What did we do right?
  - Missed opportunities?
  - Recognition

# POSITIVELY PROFESSIONAL

What does it mean to be professional?

- Establishing a working relationship with meaning and purpose
  - Professionals have a body of knowledge
  - Accountability to Clients, Co-Workers, and Partners
  - Code of Ethics



# ASPECTS OF PROFESSIONALISM

- Appearance
- Demeanor
- Reliability
- Competence
- Ethics
- Maintaining your Poise
- Phone etiquette
- Written Correspondence
- Organizational Skills
- Accountability

# PROFESSIONALISM IN CHALLENGING SITUATIONS

- Dealing with Uncomfortable or Inappropriate Conversations
  - Politics
  - Religion
  - Race
  - Gossip
  
- How Do We Respond in an engaging & Customer Delightful Way?

# PROFESSIONALISM IN CHALLENGING SITUATIONS (CONTINUED...)

- Dealing with Negativity
  - Towards Resources or Other Agencies
  - Towards our Services
  - Towards other Participants.

How Do We Respond in a Customer Delightful Way?

# PROFESSIONAL BOUNDARIES

- Establishing a working relationship with meaning and purpose *without stepping over the line...*

Where is the line?



- **ESTABLISH LIMITS** between staff and participants, other staff and partners
- Be **FRIENDLY**, not **FRIENDS**
- Know **YOUR** role & responsibilities
- Give **CREDITABLE** & **RELIABLE** information



# WHY ARE BOUNDARIES SO IMPORTANT ??



- Role modeling to participants healthy communication and professional relationships
- Avoid being the “Rescuer”
- Staying focused on one’s responsibilities to participants, co-workers and partners
- Avoid burn-out

# SIGNS OF BOUNDARY ISSUES

- Staff and/or participants begin to refer to each other as friends
- Gifts / Request of personal information
- Staff reveals excessive personal information
- Participants invite staff to outside functions.
- Staff offers to provide assistance outside of their role
- Staff vents to participants



# HOW TO ADDRESS A BOUNDARY ISSUE ?



- Know Your Stuff
  - Knowledgeable about what we do
  - Need to know how to answer questions or know where to find the answers
  - Be Prepared, Study Up, Be on Time!
- Do What You Say
  - Follow through, follow through, follow through
  - Reliable

***ANY QUESTIONS?***



THANK YOU!

*Remember...  
the most important part of  
Community Engagement is to  
know and express your “why”!*