

## THE VALUE OF A GREAT IMPRESSION

*“People don’t remember what you say, they remember how you made them feel.”*

### Excellence Wins:

1. Customers want the product to be defect-free.
2. Customers want the product in a timely fashion.
3. Customers want the people who deliver the product to be nice.

### The Art of Hospitality:

If you think I’m on your side, hospitality is present.

If you think I did something for you, hospitality is present.

If you think I customized an experience for you, hospitality is present.

Put the customer second because the best way to make the customer happy is to make sure the people who serve the customers come to work happy.

### 5 Adjectives of a Jesus Culture

1. Jesus was authentic.

Even if you didn’t believe what He was saying, you believed that He believed it.

2. Jesus was relevant.

Does this message pass the “Who cares?” test – can they use this on Monday?

You can change methods, but you cannot change the message.

3. Jesus was enjoyable.

Jesus was not somber. How enjoyable are we?

4. Jesus was accepting.

We accept the person, not the sin.

The holiness of Jesus did not drive people away and he wasn't afraid to embrace imperfect people.

You always have to connect before you correct.

5. Jesus was powerful.

Jesus is more than a belief system. When you encounter him, there is life change.

Take the opportunity to pray with people right there with them when they express something going on in their lives.

Give permission for your staff and team to go out of their way to take care of people.

**PODCAST RESOURCES**

- [Excellence Wins by Horst Schulze](#)

**ADDITIONAL RESOURCES**

- [More from GrowLeader](#)
- [The Wesleyan Investment Foundation](#)
- [GAC Family Network](#)
- [Previous Episodes](#)
- [Show Notes](#)
- [Free Church Resources](#)