

**December 2, 2021**

**“Creating a Culture of Measurement and Engagement”**

**Vision:**

**65% Overall Customer Satisfaction Score by July 1, 2022**

**Values:**

**One Ferguson, Win the Customer, Never Compromise Safety,  
Inspire Others, Teamwork= Success**

**Volition:**

**Unity in Leadership & Consistency in Service**

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**Three Success Steps Moving Forward:**

- 1. Measure:** *“You can’t expect what you can’t inspect!”*  
From the rope exercise, we want to ensure we are engaging the customer in every step of the way. QR codes at the counter, top client survey sent, finding our shortcomings and OWN IT, as well as ensuring we have the right team in place to have the best chance at “Playing to Win!” (Happy to facilitate any customer engagement survey (see samples on site and can work with Landry, Landon, Adam and Jay to craft the right questions).
- 2. Establish:** *“First Team” committees to drive the change we desire.*  
**Jen and Dan** to Champion the **“On-Boarding”** effort to ensure our “trees” are planted for success, **Landry and Landon** to Champion the **“Our Commitments”** effort to set up our standards of excellence (Five Star Standards) to not just promise, but deliver the accountability factor to change the perception of our client base (report monthly how we are moving the needle on our commitments). Finally, have each branch Champion “The Why” and foster a daily/weekly huddle of “One Value. One Product. One Client” initiative through knowledge, reinforcement, and rewards.
- 3. Drive:** *“First Team” to “educate, communicate, engage and play to win!”*  
Setting up the “Great Game of Business” and **mini-games** for each department to be part of the overall “vision” of Ferguson Ohio Valley. (Drivers, Picking, Counter, Outside Sales, etc). See video series to bring your entire team into the fold on the concept. Also see the presentation as well as other videos to support the momentum & direction of our “Vision, Values and Volition!”

**Note: Utilize your “Ferguson Flash Plan” to kick-start your first steps towards success!**