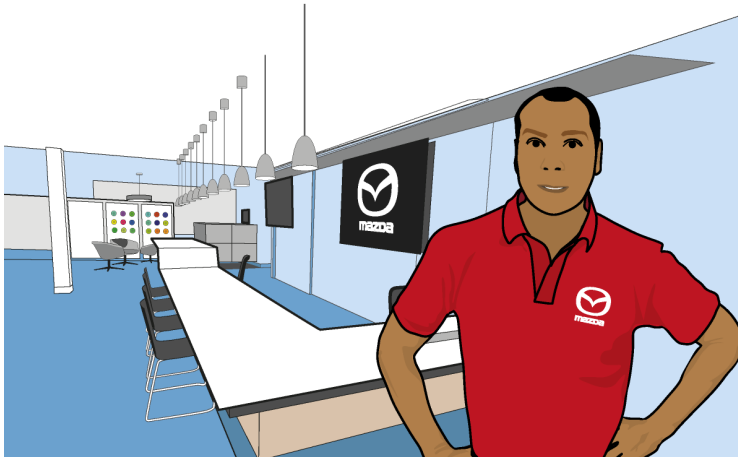
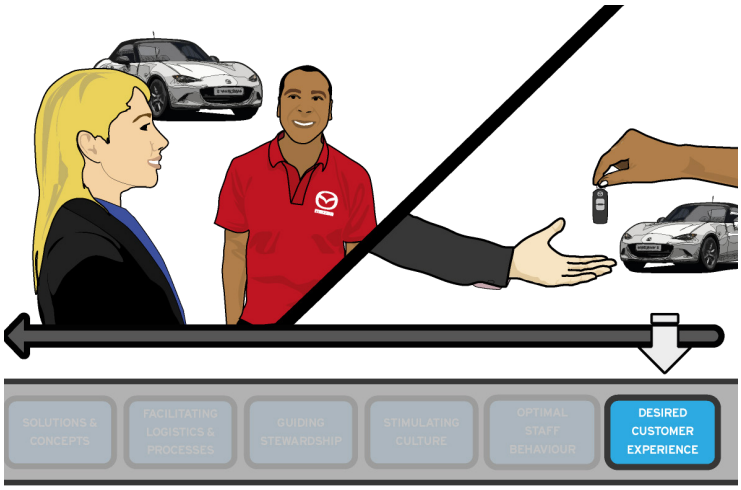
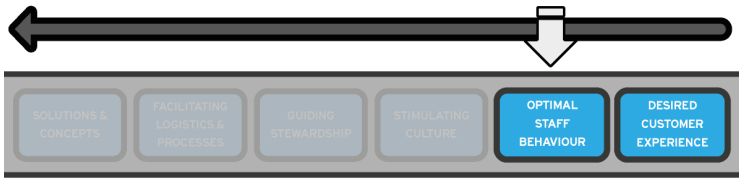
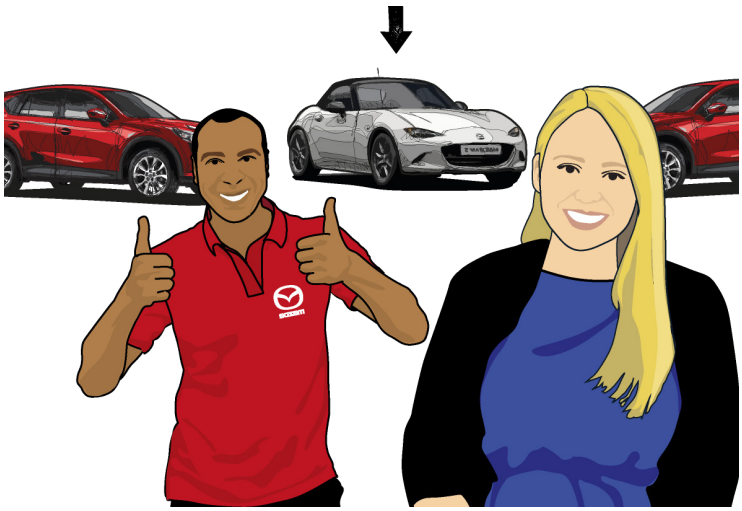
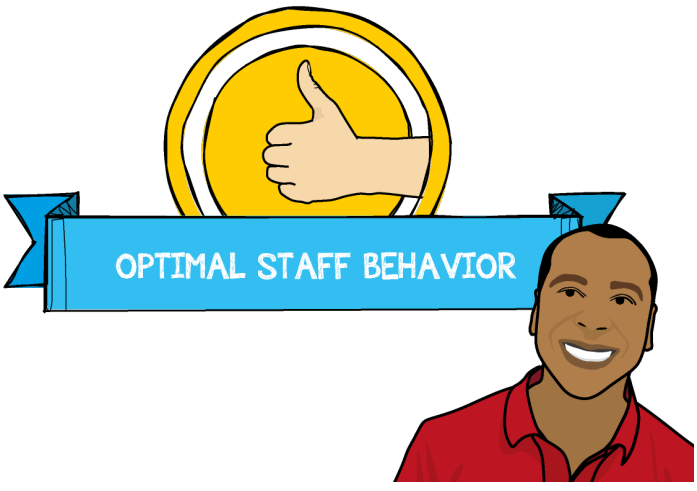
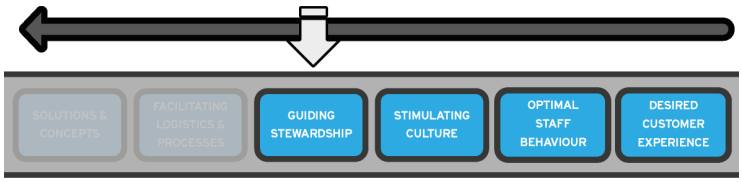
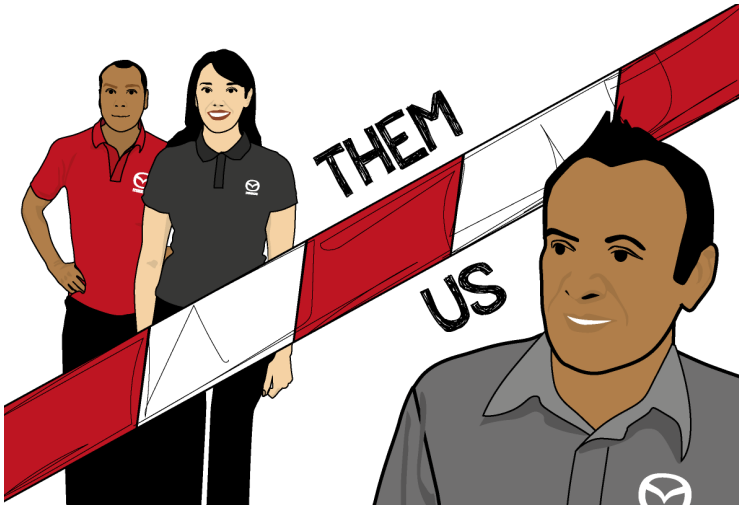
MAZDA ACADEMY

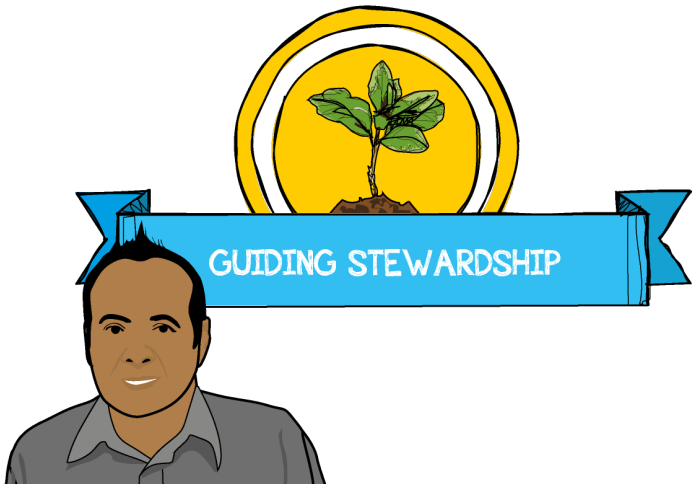
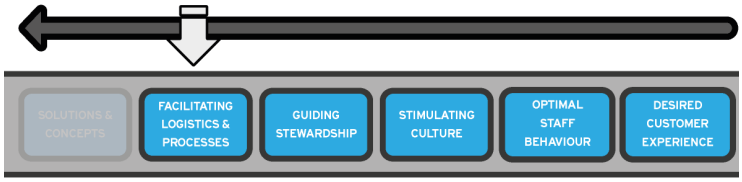
Leaders@Retail Storyboard

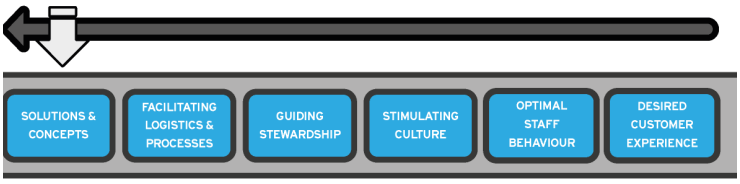
	Script	Image Reference	Time
1.1	This is Neil. Neil works at the Castleborough showroom. He is going to show us Reverse Thinking.		
1.2	We start at the right hand end of the table: 'Desired Customer Experience'.		
1.3	That is a Desired Customer Experience.		

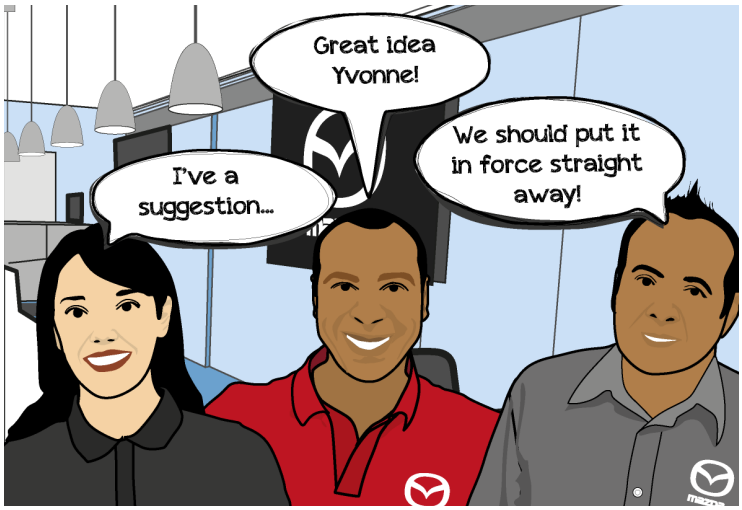
1.4	But that was only possible because of what happened earlier. Drag the slider to the left to see what happened just before this Customer Experience.		
2.1	Neil made the whole buying experience very enjoyable and was passionate about the cars.		
2.2	Neil is showing a ‘can do’ attitude. That is an Optimal Staff Behaviour.		

2.3	But that was only possible because of what happened earlier. Drag the slider to the left to see what happened before to create this Optimal Staff Behaviour.		
3.1	Neil, Neil's manager Parmjit and the regional manager Heather are sitting around a table drinking coffee.		
3.2	I go the extra mile, because I feel that my managers value me and value my work.		

3.3	Parmjit is removing any 'them and us' barriers. That fosters a Stimulating Culture. **(barrier brakes)**		
3.4	But Parmjit behaved like that because of what happened before. Drag the slider to the left to see what happened before to create this Stimulating Culture.		
4.1	Parmjit calls Neil over to him. 'That proposal you made in our last team meeting, we are going to trial it here! Well done.'		

4.2	Parmjit is listening to, and encouraging his team. That is Guiding Stewardship.		
4.3	But Parmjit behaved like that because of what happened before. Drag the slider to the left to see what happened before to create this Guiding Stewardship.		
5.1	Parmjit, Neil and Yvonne are in a chain coffee shop.		

5.2	There is clearly a good flow of ideas.		
5.3	Parmjit has chosen the format of the meeting that will best achieve the desired outcome. That Facilitates Logistics and Processes.		
5.4	But Parmjit behaved like that because of what happened before. Drag the slider to the left to see what happened before this Facilitating Logistics and Processes.		

6.1	Parmjit wanders around the showroom, casually chatting to Neil and Yvonne. He is inviting them to a meeting in a coffee shop.		
6.2	They are discussing an issue that they are all affected by. Everybody puts their points across.		
6.3	Parmjit has planned this meeting to meet the required outcome. That is Solutions and Concepts.		

6.4	We have arrived at the beginning, or the end, of the Reverse Thinking process.