



The One and Only Choice Assessment
From number one to the ONLY ONE

- **WHY?**
 - Why are you in business?

- **HOW?**
 - Tools of engagement
 - How do you interact with the community and your employees?
 - What does your name mean to people when they hear it?
 - What is your company “story”?
 - All employees represent the company
 - Share in the success of the company
 - Commit to developing employee skills
 - Your employees are important in growing the business

- **WHAT?**
 - Putting it all together and creating a legacy
 - Ultimate respect: Adapt a “Servant leadership” style
 - Ultimate solutions: Customized and unique solutions for your customers
 - Ultimate satisfaction: Delight your customers

- **Complete the “One and Only Choice” Assessment**
 1. What is your “Why”? What drives you?

2. Do you and your entire staff have the ability to explain your vision with clarity, focus and, then, execute on it?

3. Can you and your entire team clearly articulate the value proposition of your company and why customers should trust your organization?

4. What programs or initiatives are present in your company that create a winning culture?

5. What have you done to “brand” your company as a community leader?

6. How is your approach to providing customer solutions different than your competition’s?

7. What is your “Ritz Carlton” story? How do you turn that story into a WOW for the customer?
