



CREATING BRANDS THAT CUSTOMERS LOVE AND
WHERE THE BEST TALENT WANTS TO STAY

Ignite Your Service Consulting + Training | Capabilities Brochure



IGNITING EXPERIENCES, WHEREVER PEOPLE WORK, LEARN, RECOVER, OR PLAY.

IGNITE YOUR SERVICE training and consulting is a Lakeland, Florida based consultancy focusing on **People, Experience, and Growth**.

We have a wealth of real-world experience in the education, retail, restaurant, leisure, and sports markets.

People: They are the foundation of every business, from the teams that deliver services to the guests who depend upon them.

Experience: Everything that touches guests and employees tells a story about what matters most.

Growth: Without a focus on people and their experiences, it is impossible to grow and thrive in this evolving economy.

We help our clients become the brand that customers love and where the best talent wants to work. We achieve this through market understanding, attention to detail, and proven processes that deliver results.





INTRODUCTION

Stop competing on price and start competing on experience. We started this company to help businesses of all sizes grow and thrive in this evolving marketplace.

Our focus is on experience - wherever people work, learn, recover, or play. We want to be the catalyst that ignites your organization's potential through the power of hospitality and connection.

This is not theory. These are practical, right-sized systems built to fit your team, your goals, and your budget. I personally designed these tools, processes, and frameworks based on my experience growing small, medium, and global businesses. You don't have to go it alone. We can help.

Best Regards,

A handwritten signature in black ink that reads "Tony Johnson". The signature is fluid and cursive, with "Tony" on the top line and "Johnson" on the bottom line.

Tony Johnson
Founder and Principal



WHAT WE DO

We help organizations improve customer service, engage employees, and drive business results.

- Business Consulting + Advising
- Customer Service Skills Training
- Leadership Workshops
- Employee Engagement
- Keynote Talks
- Observational Analysis
- Strategic Planning



WHY EXPERIENCE MATTERS

- Happy customers spend 17% more
- Satisfied customers are 38% more likely to recommend or defend a brand or company
- Retaining Customers is 5X more profitable than acquiring new ones



We help wherever
business meets people

- Retail + Restaurants
- Higher Education
- Hotels + Resorts
- Theme Parks
- Travel + Leisure
- Sports + Events
- Healthcare
- Finance + Banking
- Technology

PEOPLE AT THE CENTER OF GROWTH

ORGANIZATIONAL SUCCESS IS FUNDAMENTALLY TIED TO EMPLOYEE AND CUSTOMER EXPERIENCE



EMPLOYEE ENGAGEMENT

Combining leadership, intentional recruitment, team engagement, performance management, and recognition strategies to create a culture where the best talent wants to work and thrive



CUSTOMER EXPERIENCE

Customer experience is the fastest path to growth and understanding. Understanding people, place, product, and process within the customer journey creates repeatable and measurable customer experiences that drive sales results and growth.



TRAINING AND DEVELOPMENT

Well trained employees with a path to growth are happier and more productive. Complete program of employee training and leadership development to enable your workforce to deliver world-class experiences. In-person, on demand, and virtual training available.





STRATEGIC CONSULTING

BUSINESS STRATEGY + EXECUTION

We advise leaders on turning strategy into action and mobilizing ideas into motion. Through our proven methodology and working sessions, we help clarify priorities, align teams, and drive accountable execution.

OPERATIONAL IMPROVEMENT

We advise organizations on improving how work gets done. Through process review, operational analysis, and leadership alignment, we help simplify workflows, remove friction, and improve efficiency.

STRATEGIC PLANNING

We help leaders clarify strategy, set priorities, and align their teams around a clear path forward, including creation of mission, vision, values, and roadmaps.

GROWTH + TRANSFORMATION

We support leaders through growth, transformation, and transition – including expansion and franchising. This work focuses on maintaining momentum, reinforcing priorities, and ensuring change sticks beyond the initial rollout.



Customer
Experience +
Employee
Engagement are
the fastest paths to
sustainable growth

HOW WE HELP

CUSTOMER EXPERIENCE STRATEGY

Together we can build your end-to-end customer journey that will ensure you build loyalty and retention with your customers.

EMPLOYEE ENGAGEMENT STRATEGY

An intentional approach to recruiting and retaining the best team. This includes your selection process, onboarding, communication, training, and rewards + recognition

TRAINING + DEVELOPMENT

Our world class team of trainers stand ready to help you deploy learning across your organization. We offer a variety of custom content programs that can be delivered in-person or virtually.

TOOLS + PLAYBOOKS

Development of key tools, checklists, deployment strategies, playbooks, and pre-service rally tools to help you keep your team informed, enabled, and held accountable each day.





Together we
can build your
customer
experience
strategy.

CUSTOMER EXPERIENCE

CUSTOMER SERVICE PROGRAMMING

We will work with you to understand your customer's needs and your business goals. We can help you turn that into a comprehensive strategy for customer success, including playbooks and coaching tools.

CUSTOMER FEEDBACK

Together we can create and operationalize your voice of the customer program, complete with custom questions, tech enablement, and data analysis.

EMPLOYEE TRAINING

We can support you onsite to train your team on the fundamentals of high touch hospitality. These energetic and impactful sessions help your team put customers first and own the service experience.

COACHING + QUALITY ASSURANCE

To help you sustain a culture of service we will create your custom quality assurance checklists and visitation process. We then will deliver these boots-on-the-ground coaching and assessments within a two-day on-site visit, complete with report and action plan.



A photograph of a man with dark skin, long dark dreadlocks, and a beard. He is wearing black-rimmed glasses and a dark grey t-shirt. He is looking down at a laptop keyboard. In the background, there are office cubicles and a whiteboard. The image is positioned on the left side of the slide.

Employee Engagement Drives Retention and Customer Experience

Engaged teams are more
productive, stay longer, and
deliver better customer service



EMPLOYEE RETENTION

SELECTION STRATEGIES

We can help you create a talent strategy, interview processes, and selection techniques to recruit and retain a world class team of all stars.

EMPLOYEE SENTIMENT

Together we will gather employee feedback and analyze the overall health of your workforce. The output is a full action plan to engage and retain your team.

RECOGNITION PROGRAM

Teams who are celebrated for great work repeat those behaviors and stay with organizations longer. We will help you create your reward and recognition program for your organization.

LEADERSHIP COACHING

We will create leadership development programming for your team to help them drive employee engagement, team performance, and business results with a people-first approach to culture.



Employee training is an **investment** in your business growth.

Well trained and coached teams are enabled to be more productive and deliver superior business results

Our training is
built on
decades of
real-life
experience and
proven results.



HOW WE HELP

IN PERSON TRAINING

We can build a customized training program for your team, complete with high energy learning, interactive exercises, participant engagement, roll playing, and knowledge checks

FULL DAY WORKSHOPS

Bring your ideas to life during these full day (or multi-day) leadership workshops. These highly interactive sessions will help your team create actionable plans and accountability measures for success.

LIVE VIRTUAL TRAINING

We are certified virtual presenters and have the techniques and technology to create engaging virtual learning environments. Train your dispersed team within your budget at scale.

ON DEMAND VIDEO LEARNING

These online programs will help you scale your training deployment. Work with us to create customized, impactful digital training for your team.



Signature Training Sessions



HOSPITALITY FOUNDATIONS

- Learn the fundamentals of service, including the G.U.E.S.T. steps of service framework
- Understand the importance of empathy and understanding to serve customers + guests
- Develop ownership for quality, customer experience, and safety
- Learn how to solve problems and execute Service Recovery to protect the customer experience

HIGH TOUCH HOSPITALITY

- Learn to create premium hospitality experiences with this interactive training
- Empower and enable your teams to take ownership of the guest experience
- Understand and take action on the 10 Hospitality Values
- How to anticipate customer needs and provide personalized hospitality moments for customers

IGNITE YOUR LEADERSHIP

- Build results-driven teams
- Use training and communication to build consistency and quality
- Leverage recognition to build behavior and culture
- Understand the power of leadership behaviors, example, and role modeling
- Sustain a culture quality through the 10 Leadership Essentials

STRATEGIC VISION WORKSHOP

- Craft your vision for the future and the steps it takes to achieve
- Create a brand statement for your organization. Craft your mission, vision, and values for your business.
- Finalize the strategic plan for your business
- Build a roadmap to operationalize results within your business

Signature Keynote Talks

IGNITING HOSPITALITY

Hospitality is more than service - it is a strategy. Leaders and teams must learn to turn everyday interactions into moments of connection that inspire loyalty, drive revenue, and define culture. Leave with a vision to operationalize hospitality across every touchpoint.

CRAFTING MOMENTS THAT MATTER

Exceptional experiences are built one moment at a time. The power of personalization, empathy, and anticipation reveals how to transform routine transactions into signature experiences people remember and repeat. Practical, inspiring, and immediately actionable.

THE FUTURE OF EXPERIENCE

The rules of experience are changing fast. Customer expectations, technology, and human connection are colliding to shape the next era of experience. This talk is a forward-looking, actionable roadmap to leverage technology while keeping people in the loop.

BE A LEADER WORTH FOLLOWING

Leadership is about influence, consistency, and connection. Great leaders build trust, model behavior, and engage teams in ways that drive performance and purpose. This is your call to lead with intention and leave a legacy of excellence.



SMALL BUSINESS GROWTH SOLUTIONS

UNDERSTAND CUSTOMERS

- Learn what your customers want
- Create + analyze surveys
- Create a plan to build sales

RETAIN EMPLOYEES

- Communication strategies
- Performance management
- Onboarding structure
- Rewards + recognition programs

TRAIN YOUR TEAM

- Customer service skills training
- Leadership training
- In person + virtual available





PERSONALIZED SERVICES

TEAM-BUILDING RETREATS

Full day experiences designed to build teamwork, trust, and empathy within your organization. These interactive workshops are personalized for your business and ensure that your team is aligned for ongoing success and productivity.

FOCUS GROUPS

Understand what your key audiences are saying and how you can best serve them. This is ideal for customers to learn more about their preferences and your employees to understand how to better develop and retain them for success.

EXECUTIVE COACHING

As your team grows in scope and role, they will benefit from this personalized development to help them advance in their careers and drive business results. Customized for each participant, this program will ensure leaders are equipped to communicate, think strategically, and chart a course for ongoing success.

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Tony Johnson, Global CX + EX Leader

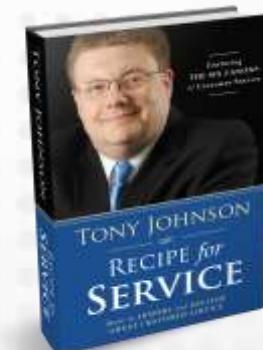


Tony Johnson is a globally recognized, award winning author, speaker, and coach on the topics of customer experience (CX), Employee Experience (EX), and leadership development. He helps organizations around the globe to develop, deploy, and sustain their customer experience and employee engagement strategies. Tony has also trained thousands of employees in the art of hospitality and leadership.

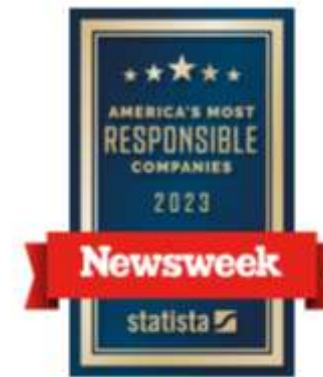
Tony has two decades of hospitality, retail, and restaurant experience where he has led teams ranging from dozens to thousands. Before starting his own company, Tony was the Global Customer Experience Officer (CXO) for Aramark and has earlier experience as a General Manager, District Manager, and Regional Manager.

Tony is the author of 3 books on CX and EX, a successful leadership coach, Certified Customer Experience Professional (CCXP), and a member of the Customer Experience Professionals Association (CXPA). He is also a professional member of the National Speakers Association. Tony worked with the Disney Institute and the John Maxwell Company to develop his Ignite Your Service © system of Customer Experience Leadership. While developing his systems and writing his books, he spent time with hospitality-rich organizations such as Ritz Carlton, Chick-fil-A, Starbucks, and Lowes.

Tony is a Top 50 Global Thought Leader (Thinkers 360), a Top 30 Leader in Customer Success (Engati), a top 10 CX Podcast (Feedspot + Hiver), and a top 23 CX Influencer (8x8). He is a founding leadership member of the Florida CXPA, serves as a board member for business incubation with the Small Business Development Council at University of Central Florida, and is a board member for the Lakeland Chamber of Commerce.



WE FUEL OUR CLIENT'S SUCCESS



OUR RESEARCH + INSIGHTS



THE RITZ-CARLTON

WE ALIGN WITH INDUSTRY LEADERS



We proudly align with the CXPA's 5 Core Competencies and CX Framework

1. Customer Insights and Understanding
2. Customer Experience Strategy
3. Metrics, Measurements, and ROI
4. Design, Implementation, and Innovation
5. Culture and Accountability



We use the NSA's 8 core competencies to evaluate our training materials and trainers

1. Trends and Impact
2. Professionalism
3. Content Development
4. Product Development
5. Platform Mechanics
6. Performance Mastery
7. Business Development
8. Strategic and Operational Management

OUR CLIENTS



When you place PEOPLE at the center of everything you do, the most amazing things are possible.





Consulting and Training

Igniteyourservice.com

tony@igniteyourservice.com

606-356-7447

Every business is ultimately a people business

