



# 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, TRAVEL, 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 travel, 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 partners 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, travel, recover, or play. We are the catalyst that ignites your organization's potential through the power of experiential 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, reading "Tony Johnson". The signature is fluid and cursive, with the first name "Tony" and last name "Johnson" clearly distinguishable.

Tony Johnson  
Founder and Principal



# WHAT WE DO

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

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

A hand is shown placing a wooden block with a happy face (two dots for eyes and a curved line for a smile) on top of a stack of two wooden blocks with sad faces (two dots for eyes and a straight line for a mouth). The blocks are light-colored wood and are being placed on a wooden surface. The background is a solid light blue.

# 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
- Travel, Airports, + Leisure
- Higher Education
- Hotels + Resorts
- Theme Parks
- 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 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.





A person wearing a bright yellow jacket and dark pants stands at the entrance of a long, arched brick tunnel. The tunnel is constructed from dark bricks and has a series of concentric arches that create a strong sense of perspective, leading the eye towards the person at the far end. The lighting is soft, highlighting the texture of the bricks and the person's jacket.

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.

## **CUSTOMER JOURNEY MAPPING**

Understand your customers along each touchpoint of their journey. We will map the end-to-end experience along people, place, product, and process to eliminate friction, anticipate questions, and ensure an effortless, hospitality rich experience for your customers.

## **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.



# 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.
- › Build + implement the strategic plan for your business
- › Build a roadmap to operationalize plan within your business

# Signature Keynote Talks

## **IGNITING EXPERIENTIAL 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.







# SPECIALIZED 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 + INTERVIEWS

Understand what your key audiences + stakeholders 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.

# 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







# Employee Engagement Drives Retention and Customer Experience

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

# 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.





**[igniteyourservice.com](http://igniteyourservice.com)**

**[tony@igniteyourservice.com](mailto:tony@igniteyourservice.com)**

**606-356-7447**

*Every business is ultimately a people business*



## CUSTOMER SATISFACTION

