

Care Like a Mouse, Chapter Three – Behavior Priorities, Table 3-2, Employee Behaviors
Benchmark Worksheet

Behavior Priorities describe the values leaders and employees are expected to demonstrate. This worksheet will help you benchmark your employees’ current behaviors towards your customers and each other against the Disney behavior standards. It will also help you identify behavioral weaknesses in your employees’ performance.

Part One – The Service Guidelines

Using a ‘Ten to One’ scale—with a ‘10’ representing the best possible and a ‘1’ representing the worst possible delivery for each behavior—rate your employees’ effectiveness at demonstrating each behavior.

1. Making eye contact and smiling.

- Beginning each interaction by looking directly in the customer’s eyes and offering a sincere smile.

With Customers _____ With Each Other _____

2. Greeting and welcoming each and every customer.

- Acknowledging each customer and offering them a positive greeting.

With Customers _____ With Each Other _____

3. Seeking out guest contact.

- Looking for, and approaching, customers who need help and offering assistance.

With Customers _____ With Each Other _____

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4. Providing immediate service recovery.

- Creating happiness by solving customer problems as soon as they become aware of them. If the problem cannot be solved on their own, getting other employees or the leader involved.

With Customers _____ With Each Other _____

5. Displaying appropriate body language.

- Using posture, hand movements and facial expressions to communicate a desire to serve the customers.

With Customers _____ With Each Other _____

6. Preserving the customer experience.

- Maintaining 'good show' standards on stage.

7. Thanking each and every customer.

- Giving each customer a sincere 'thank you' at the end of each interaction.

With Customers _____ With Each Other _____

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Which of the behaviors listed above requires the most improvement? What actions can you take?

Observation: _____

Action Item: _____

Part Two – The Disney Cast Basics

Using a 'Ten to One' scale—with '10' representing the best possible and '1' representing the worst possible delivery for each behavior—rate your (or your employees') effectiveness at demonstrating each behavior described in the promise statements listed below.

As a team member, I make a difference.

- I project a positive image and energy.

With Customers _____ With Each Other _____

- I am courteous and respectful to all guests, including children.

With Customers _____ With Each Other _____

- I stay in character and play the part.

With Customers _____ With Each Other _____

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- I go above and beyond.

With Customers _____ With Each Other _____

Which of the behaviors listed above requires the most improvement? What actions can you take?

Observation: _____

Action Item: _____

Part Three – Next Steps

Overall, based on your score in both sets of behavior standards listed above, what have you learned?

Who do you need to share these results with?
