

# Executive Blueprints



## Training Exercises & Activities

# Service Training

### SUBJECT:

## LOOKING INSIDE

### MATERIALS REQUIRED:

**(1X) BAG OF M&M CANDY PER PARTICIPANT  
(PERSONAL “MINI” SIZE)**



### Preparation

In advance, purchase personal (small) bags of M&M candy.  
Pass out the individual bags of M&M candy, one bag per participant.

### ACTIVITY

“Everyone has a personal bag of candy. Please look at your packet of candy very carefully and compare it to the individuals sitting next to you. At least one of you is different. Let’s see how long it takes to identify which one is different.”

Typically, most participants will spend time inspecting and comparing the fine print on the outside of the packets. Some may hold them side by side to compare sizes, attempt to compare weights, or look for blemishes or alterations on the surface. Give all participants time to inspect the personal packets.

Eventually some of the participants may be creative enough to open the packets and compare the contents. In some situations, the participants may determine that packets are identical and give up. Monitor the overall participation without interference and allow all of the individuals to come to personal conclusions.

After the room begins to quiet, inform all participants to open the packets of M&M candy. Separate and count the different colors.

Go around the room and have each person announce the count by each color M&M from their personal packet.

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## SUMMARY

What can we learn from this exercise?

On the surface, all of the packets appeared very similar, almost identical in most cases. Once opened, and the contents revealed, the bags of M&M candy are significantly different.

How does this relate to dealing with Customers? On the surface, the customer situation may appear to be very familiar. We may immediately recognize a series of events, a similar failure or defect, or relate to a previous experience. However, even if the cause of the customer contact is familiar, it is important to recognize how a situation or problem has an impact on the individual person.

In the effort to resolve a customer situation or problem, it is important to look inside and recognize the things that are important to the individual.

Following this exercise and brief explanation, ask the audience for a common customer complaint or situation. Then ask for volunteers, share a personal customer experience in which the circumstances were the same, but the customer impact and key elements for resolution were dramatically different. Typically, this discussion will illuminate new opportunities to identify customer needs and improve satisfaction.



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