

Week 3 – Introduce TOFU

TOFU is a tool that helps to live the 3Rs by *Taking Ownership and Following Up*

Who: all employees
Time: 10-15 minutes
Required: computer with access to internet (possibly projector)
handout [“3Rs of Whistler’s Service Solution”](#)

Exercise

- [Watch Mark Colgate](#) speak about the importance of TOFU.
- Discuss what taking ownership means in your business. Ask for good and ‘not that good’ examples. *Ex: Last week I would have demonstrated TOFU if I had returned the call to the guest right away instead of asking my co-worker to call her back*
- [Watch this](#) customer service interaction (Seinfeld) and discuss how the employee could have used TOFU to improve the experience.
- Use specific customer feedback or feedback from the ServeUs Challenge and discuss how an employee could have taken better ownership.

Tip

Use TOFU as a verb. “*Did the employee TOFU?*”

To view other weekly steps [click here](#)

In partnership with

The Whistler Experience™ is made possible with fee for service funding from the Resort Municipality of Whistler

