

The Three-Dimensional Leader
 negotiating your
MISSION, RESOURCES & CONTEXT
 — Earl C. Wallace



**Team Values for
 the Service Industry**

Read, Learn, Lead

**Customer Service
 Adds Enduring Value**

The Three-Dimensional Leader: Negotiating Your Mission, Resources and Context (MRC), book, consulting and training help organization’s design and develop programs for their managers to self-assess against the 3-D MRC leadership models and principles. Doing so compels them to function as better teams who participate more conscientiously in fulfilling the processes that achieve corporate objectives.

Three-Dimensional leadership principles, consultations and training compel people to analyze and adjust their attitudes and values to take more personal responsibility for these activities:

- accommodating customers’ needs
- addressing customer concerns quickly;
- behaving ethically by seeing the bosses’ perspective
- being better team mates who can multi-task and support others to fulfill the corporate mission.

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**3-D MRC
 Values**

3-D MRC is a system of values that initiate behaviors to effectively lead, inspire, motivate, coordinate and achieve objectives.

**MISSION
 Matters
 Most**

Exemplify you value the mission above your own personal agenda

**Rally
 RESOURCES**

Deploy available people, finances, support and strategies to help others do their jobs.

**Convert
 within the
 CONTEXT**

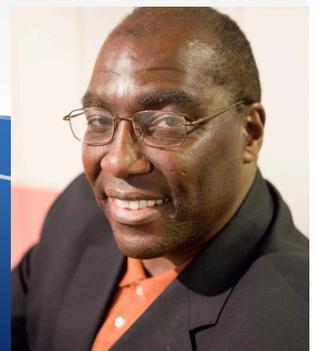
Determine the relevant variables that impact resource application to fulfill the mission

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Improve the Cooperation of Your Customer Care Teams

3-D MRC training delivers powerful concepts broken down into simple terms that are easy for high schoolers to grasp, yet are interesting and profound enough to hold the attention of managers and add value to even those with advanced degrees. They give your teams new tools to succeed by helping them refocus to improve all aspects of their service mission.

Service managers and employees must have a distinct team-mind-set to cooperate most effectively in your operations to exceed customer expectations. Internal strife zaps employee energy and undermines their customer focus. Giving them a 3-D MRC mindset helps them better appreciate how each other's roles fit together.

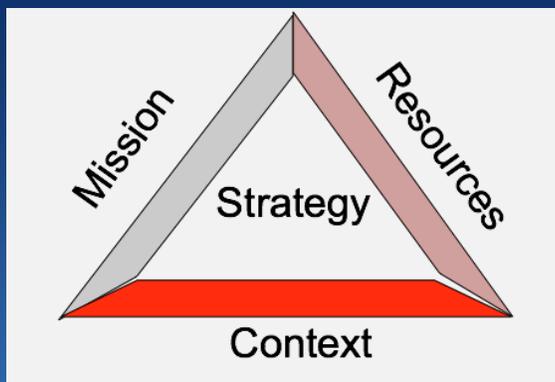
3-D MRC minded managers and employees are more resourceful and better able to coordinate in the fast-paced, customer service setting!



*3-D MRC Values
Inspire People To Pull
Together to Achieve The
Mission That Matters Most
for Organizational Success*

*Visit Earl's 3-D Leadership blogs
and join the conversation!*

Give your teams the distinct competitive advantage of the "3-D MRC mindset" that advances them a step ahead of your industry rivals!



3-D Leadership MRC Training transforms organizational behavior by helping those from the boardroom to the mailroom to get a holistic view of the organization, by keeping in focus the mission, resources & context relationship.

Simple but Powerful Concepts Improve Your Teams' Focus

While employees at different levels require some specific training, all of them need a 3-D MRC team focus to better achieve corporate objectives at your various facilities. Whether in guest services, food service, maintenance, housekeeping, or auto care and service, every manager and employee will benefit from 3-D MRC training that is broken down into simple terms that high school students readily grasp, yet add to the knowledge base of those with advanced degrees. Now that's team building!