

The Service Excellence Initiative™

Frontline Facilitator's Academy™

Building Champions for Service Excellence on Every Team

What is the Frontline Facilitator's Academy™

The Frontline Facilitator's Academy™ is the train-the-trainer engine of the Service Excellence Initiative™.

It prepares selected frontline staff to become Service Excellence Advisors™ (SEA), enthusiastic facilitators who deliver training, model best practices, and inspire their peers to embrace Service Excellence every day.

Why Frontline Facilitators Matter

01



Peer influence is powerful

Staff learn best from colleagues who understand their daily realities.

02



Service Excellence Advisors bridge the gap

They connect leadership vision with frontline action.

03



Sustainable change needs champions

Service Excellence Advisors keep momentum alive long after initial training.

The Frontline Facilitator Leadership Experience



Intensive Train-the-Facilitator Program

Service Excellence Advisors receive in-depth education on Service Excellence principles, adult learning techniques, and facilitation skills.



Service Excellence Workshop Curriculum

Service Excellence Advisors are equipped to deliver the Service Excellence Workshop to their peers.



Practical Coaching and Support

Ongoing mentorship and resources help Service Excellence Advisors succeed in their role and continuously improve.



Recognition and Growth

Service Excellence Advisors are celebrated as leaders and role models, with opportunities for ongoing development.



What Frontline Facilitators Gain

- Confidence in leading peer training sessions
- Expertise in Service Excellence best practices
- Skills in communication, coaching, and feedback
- A sense of pride and ownership in organizational culture

The Impact

- Widespread adoption of Service Excellence behaviors
- Increased staff engagement and morale
- A sustainable, peer-driven culture of excellence



Build Ownership. Strengthen Culture. Sustain Results.



Frontline Facilitator's Academy™ is part of the Service Excellence Initiative™, a proven path to creating consistency, engagement, and peer-driven excellence across your organization.

Let's start the conversation.

Rhonda Stel

1.800.667.7325 x5200

rhonda@customlearning.com



www.customlearning.com