

## What is the hardest part about applying The Six Principles?

The hardest part is maintaining leadership's commitment and focus. They always seem to think that the "employees" are the problem; this is a common fallacy. In times of chaos, leaders have a tendency to allow the standards of service to be compromised; which leads to a lack of employee accountability and ultimately inconsistencies in service provided to the customer. The hardest part is not succumbing to The Three Dangers that impede Service Excellence: COMPROMISE, LACK OF ACCOUNTABILITY, and INCONSISTENCY.