



EXPERIENCE STARS ENERGIZER

# PLAYBOOK



THIS PLAYBOOK BELONGS TO:



HOLLYWOOD  
PRODUCTION \_\_\_\_\_

CTOR \_\_\_\_\_

ERA \_\_\_\_\_

DATE

SCENE

TAKE



## STAR ENERGIZER | PLAYBOOK

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Welcome to your  
STAR Energizer Playbook!







# EXPERIENCE STARS

Answer the following questions:

**S**URPRISING

 **Surprising:** What I don't know about you is?

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**T**OUCHING

 **Touching:** Who is your hero?

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**A**SSISTING

 **Assisting:** In what ways are you assisting?

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**R**ECOGNIZING

 **Recognizing:** If I were to ask your best friend to describe you, what would he/she say?

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A man and a woman are shopping in a clothing store. The man is holding a red sweater and smiling at the woman. The woman is also smiling and looking at the sweater. They are surrounded by racks of clothing. The text "EXPERIENCE STARS" is overlaid on the image in white, bold, sans-serif font.

# EXPERIENCE STARS





"Research shows..".



**41%**

**OF COMPANIES DO NOT RESPOND  
TO CUSTOMER SERVICE EMAILS**

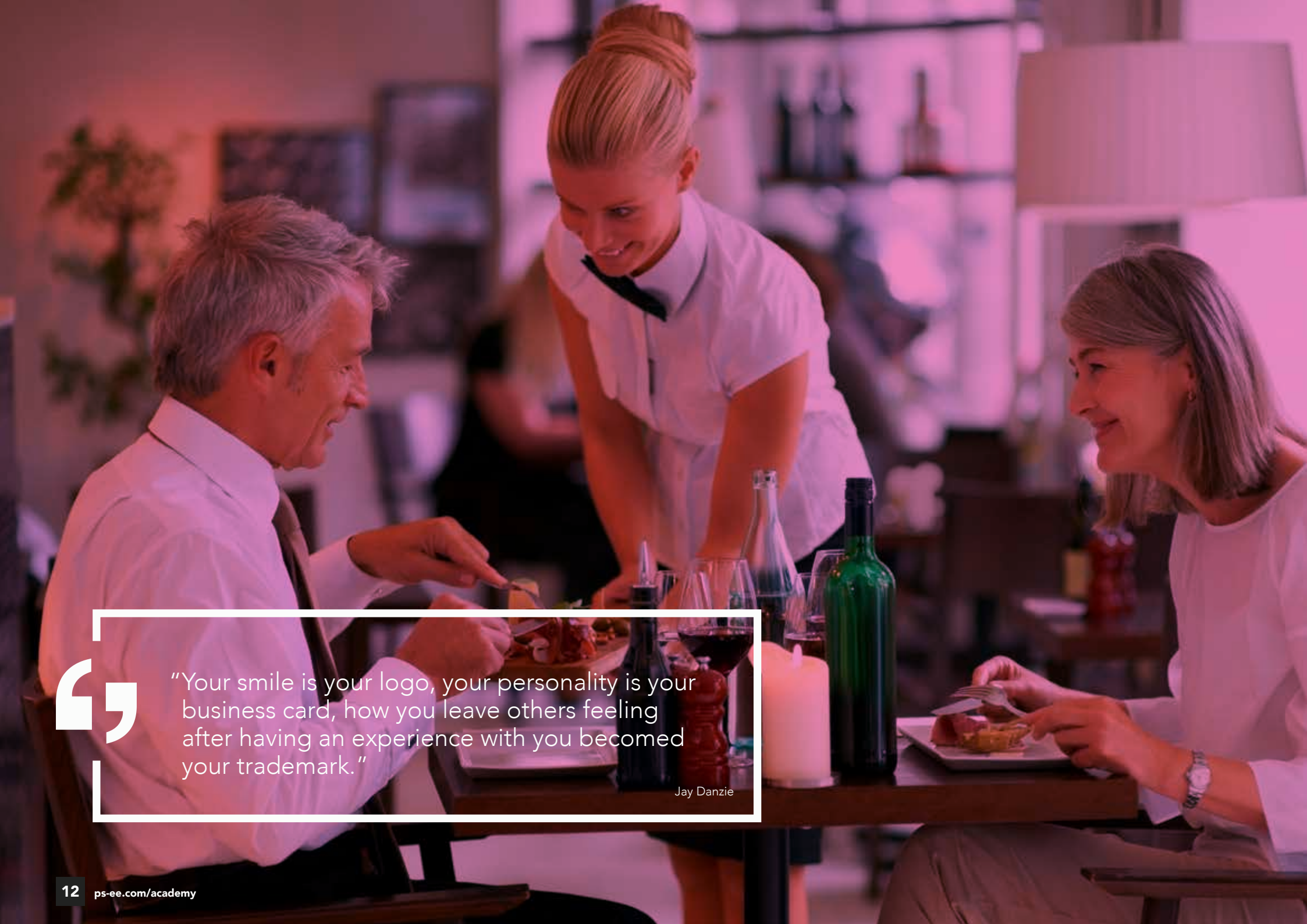


**90%**

**OF COMPANIES DO NOT ACKNOWLEDGE OR INFORM  
THE CUSTOMER THAT AN EMAIL HAS BEEN RECEIVED**







“

“Your smile is your logo, your personality is your business card, how you leave others feeling after having an experience with you became your trademark.”

Jay Danzie











"What are your  
Game changers  
in CX?"



 Fill in the Blanks below



# START REVERSE

“ We learn that we must be authentic, real, original and innovative. Sometimes we can learn from the best. Imitation and inspiration to become original STARS.

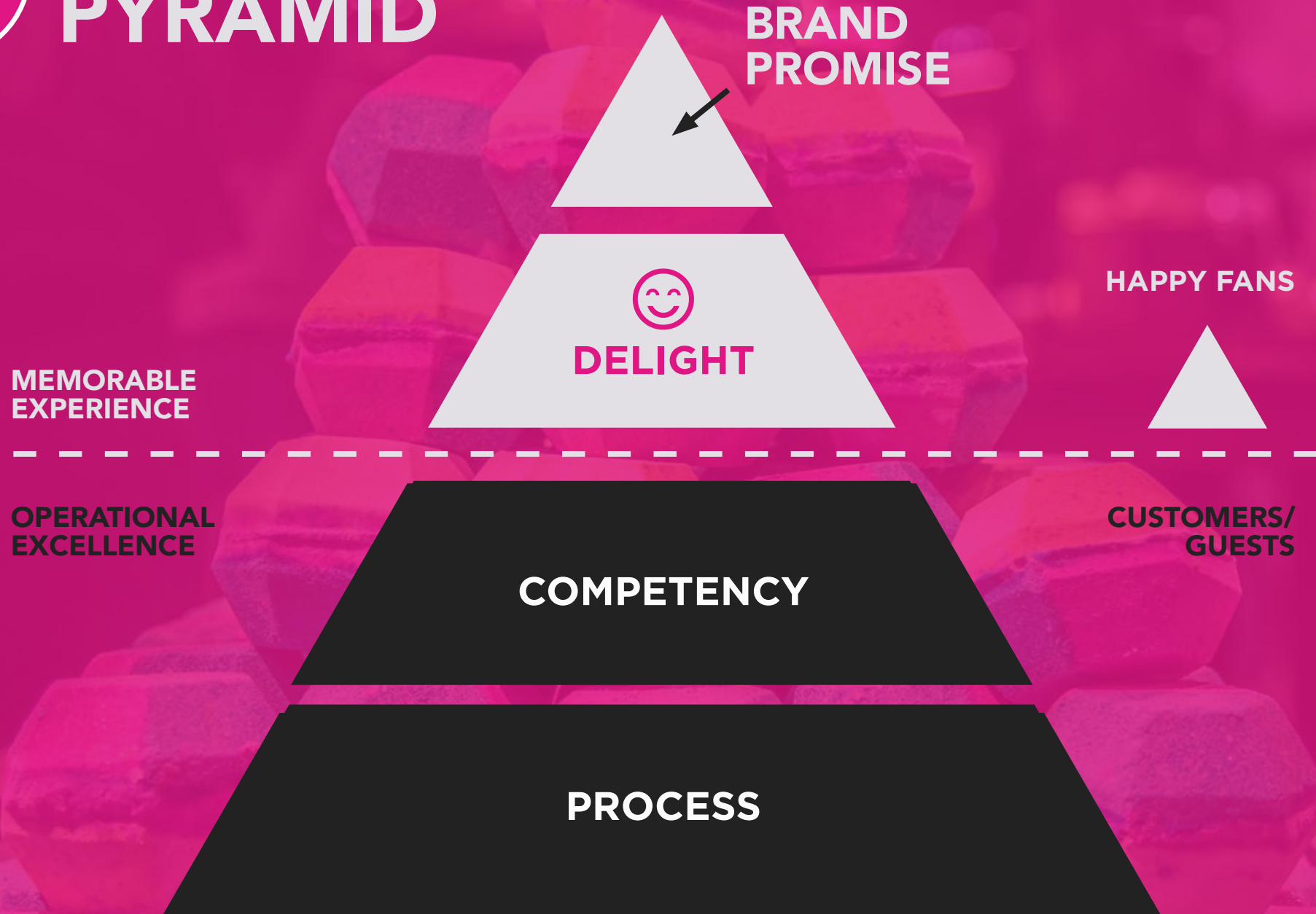
Jay Danzie







# EXPERIENCE PYRAMID











A person stands in the center of the frame with their head replaced by a brown paper bag. The bag has a simple, sad face drawn on it with two dots for eyes and a downward-curving line for a mouth. The person is wearing a vertically striped, long-sleeved shirt and dark trousers. Their arms are outstretched to the sides, palms up. The background is a wall covered in various negative words and phrases in a dark, sans-serif font. The words include 'WORST', 'AWFUL', 'DISSATISFACTORY', 'DISAPPOINTED', 'NEVER AGAIN', 'UP', and 'POOR QUALITY'. The overall lighting is dim and has a purple tint.

# EXPERIENCE STARS













# EXPERIENCE STARS










A woman with short dark hair and glasses, wearing a patterned long-sleeved top, is shown from the chest up. Her arms are raised high, reaching towards a dark background filled with numerous white-outlined stars of various sizes. The largest star is positioned directly above her head. The overall scene is lit with a soft, reddish-pink glow.

# EXPERIENCE **S T A R S**







 Name a particular learning you will tell others about from either STARS in Improv or LARP?

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 Why did this stand out to you?  
or Why did this have an impact on you?

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# EXPERIENCE *STARS*

 How is your Behavior going to deliver a STAR experience?

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 In what ways are you committed to becoming an Experience STAR? What will you do?

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 Why?

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"Ready for some  
Final Reflections?"







A silhouette of a person standing on a hill against a starry night sky with the Milky Way galaxy. The text "EXPERIENCE STARS" is overlaid in the center.

# EXPERIENCE *STARS*



## "Final Reflections?"

 What must I continue doing?

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 What must I stop doing?

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 What do I need to incorporate?

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 I will be a STAR in these ways...

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“

“People, like you can make or break the experience. Experience is the marketing.”





**START**  **REVERSE**  
GO BEYOND CUSTOMER SATISFACTION





**Want more?  
Please get in touch**

## **CONTACT US**

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