

INSPIRE Model of Communication 4-14-15

The INSPIRE model is a communication tool composed of seven words that generate proactive individual/team/customer communication and collaboration. Beginning with the first word of the model, “involvement”, and ending with “excellence,” each word is used as a guideline to generate specific behaviors that achieve positive individual and team results.

Here’s how INSPIRE communication works!

Beginning with the word “Involvement,” create and identify 1-3 specific processes or behaviors needed to enhance individual or team communication and collaboration.

INVOLVEMENT

- How much time do you invest with customers/teams/individuals?
- Specifically measure amount of desired interactions vs. actual
- Create a roadmap or plan to achieve your goals of involvement with others

NOTICE

- Focus on listening and “seeking to understand”
- How often do you notice and compliment the good (not the negative)?

STANDARDS

- Specific Items/processes/policies that are crucial for success
- Ensure you know your key process and metrics, ask others to share their standards, and identify potential gaps

PHILOSOPHY

- Sharing rationale and purpose for standards or procedures
- An opportunity to connect personally/ professionally through respectful sharing of ideas/processes/policies

I CAN

- Modeling a pro-active, sincere attitude in verbal and written communication
- As a team, create alternative process steps for escalation of customer requests outside policy or procedure

RESULTS

- Identifying key metrics used to determine a desired result or success
- Create a metric reporting process to follow progress

EXCELLENCE

- An opportunity to reflect on results, and identify potential INSPIRE process re-design or other opportunities
- Take time to celebrate success and sincerely appreciate the team and individual contributions

DET INSPIRE Rollout

- ✓ Develop metrics program and communications plan
- ✓ Conduct customer surveys and evaluate results (March-April 2015)
- ✓ Rollout INSPIRE model to DET leadership (March)
- ✓ Rollout INSPIRE model to all DET staff through town hall sessions (April-May)
 - Implement in each DET bureau (June-August)
 - Customer service training for all DET staff (October-December)
 - Incorporate customer service discussion and goals into performance reviews

Contact Jim Walker with questions on the INSPIRE Communication model
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INSPIRE Customer Experience

The DET Team Customer Model



We create a positive customer experience when.....

- we listen to customers and clearly understand their needs
- we are dependable and always respond with a sense of urgency
- our platform for success with customers and co-workers is built on mutual trust

Excellence

- We understand the value proposition to our customer and each other
- We don't use blame, we learn from mistakes and act with resolve

Results

- We invest time with things that matter to our customers
- We use metrics to measure our performance

Start Here

Involvement

- We communicate to customers and coworkers with Integrity and honesty

Notice

- We listen first, seek to understand
- We engage in pro-active communication

Standards

- We are dependable, always responding with a sense of urgency

Philosophy

- We always share the rationale for our policies and standards

I Can

- We always show we care by having an *I Can* attitude towards co-workers and customers

