SESSION 1 OF 3 · THE NORDSTROM WAY

The *Relationship*

Trust | Respect | Loyalty

Everyone leaves able to make one customer decision without asking, and starts a client book.

SESSION 1 · THE RELATIONSHIP

The Service Culture Sprint

- Session 1 of 3: The Relationship
- Trust · Respect · Loyalty

VISUAL TO ADD

Wide photo of one of our busiest stores at opening time, team in uniform.

SESSION 1 · THE RELATIONSHIP

Why this book

- Products can be copied.
- Prices can be matched.
- How people feel in our store cannot.

VISUAL TO ADD

The book photographed on a counter in one of our stores.

SESSION 1 · THE RELATIONSHIP

Where it started

- 1901, Seattle: one shoe store
- A family business across generations
- Known for service, not for product

VISUAL TO ADD

Archive style photo of an early 1900s shoe shop.

SESSION 1 · THE RELATIONSHIP

Nine values, one culture

- Trust · Respect · Loyalty
- Awareness · Humility · Communication & Collaboration
- Competition & Compensation · Innovation & Adaptation · Give Back & Have Fun

VISUAL TO ADD

Build the nine values on screen three at a time.

SESSION 1 · THE RELATIONSHIP

The one rule

“Use good judgment in all situations.”

There are no other rules.

VISUAL TO ADD

One white card on a dark table. Keep the slide almost empty.

SESSION 1 · THE RELATIONSHIP

The inverted pyramid

- Customers at the top
- Then the people who serve them
- Leadership at the bottom, holding everyone up

VISUAL TO ADD

Our own pyramid, upside down, built layer by layer with our real job titles.

SESSION 1 · THE RELATIONSHIP

Trust: hire it, then give it

- Hire for values, train for skills
- Week one sets the culture
- Empower people to decide

VISUAL TO ADD

A 30 second phone clip of a new joiner’s first morning in one of our stores.

SESSION 1 · THE RELATIONSHIP

Trust from customers: the tire story

- A customer brings back a set of tires
- Nordstrom has never sold tires
- He gets his refund

VISUAL TO ADD

A stack of car tyres placed in a luxury store setting. Let the room laugh before you talk.

SESSION 1 · THE RELATIONSHIP

Trust on our floor

- Floor: solve it first, log it after
- Managers: coach the call, never punish it
- Warehouse: trust the picker’s call on damage
- Office: answer a store request within the shift

VISUAL TO ADD

Four column role grid with simple icons.

SESSION 1 · THE RELATIONSHIP

Respect

- Respect the culture you join
- Respect the colleague next to you
- Respect every customer, whatever they spend
- Recognition is respect said out loud

VISUAL TO ADD

A team huddle where a thank you card is being handed over.

SESSION 1 · THE RELATIONSHIP

Respect, the perfume version

- Greet within seconds, eyes before words
- A full, clean tester is respect
- Ten minutes of smelling deserves the same care as three gift sets
- Recognise in public, correct in private

VISUAL TO ADD

Close up of a tidy tester tray and scent strips on a Hind Al Oud or Khaltat counter.

SESSION 1 · THE RELATIONSHIP

Loyalty

- A career, not a launching pad
- Leaders grown from the floor
- Sell a relationship, not a bottle
- Customers are loyal to a person first
- Suppliers are part of the circle

VISUAL TO ADD

A long serving team member (with their permission) and their years of service.

SESSION 1 · THE RELATIONSHIP

Loyalty in practice: the client book

- Name · scent · size · occasion · date
- One follow up message, never a sales blast
- Hand your regulars to a colleague before leave
- Promote from the floor, and announce it

VISUAL TO ADD

A sample client book page (sample data only).

SESSION 1 · THE RELATIONSHIP

Activity: The Judgment Room

- Teams of 4 · 6 cards · 60 seconds each
- No manager at the table
- Decide, then defend

VISUAL TO ADD

Countdown timer on screen.

SESSION 1 · THE RELATIONSHIP

Take one line home

Use good judgment in all situations.

This week: one decision you make without asking.

VISUAL TO ADD

The wallet card design.

SESSION 2 OF 3 · THE NORDSTROM WAY

The *Floor*

Awareness | Humility | Communication & Collaboration

Everyone practises noticing before pitching, and every branch starts a two minute daily huddle.

SESSION 2 · THE FLOOR

Session 2 of 3: The Floor

- Awareness · Humility · Communication & Collaboration
- First: who made a call without asking?

VISUAL TO ADD

Photo wall of the wallet cards people brought back.

SESSION 2 · THE FLOOR

Heads up service

- Look up before you speak
- Read the visit: gift, hurry, browsing, returning
- Serve the moment, not the script

VISUAL TO ADD

A customer at a perfume counter from behind the associate's shoulder.

SESSION 2 · THE FLOOR

Measure both feet

- Most people’s feet are not the same size
- A good shoe fitter measures both
- Do the extra check nobody asked for

VISUAL TO ADD

Two feet on a shoe measuring device.

SESSION 2 · THE FLOOR

Everyone is in customer service

- The cashier, the driver, the picker, the accountant
- Every role reaches the customer, directly or not

VISUAL TO ADD

A chain of photos: warehouse shelf, van, store shelf, customer’s hand.

SESSION 2 · THE FLOOR

Managers on the floor, memories in the details

- Managers belong where customers are
- Memories come from small gestures

VISUAL TO ADD

A small handwritten card tucked into a gift box.

SESSION 2 · THE FLOOR

Awareness across our roles

- Floor: notice before the pitch, remember last visit
- Managers: first hour of the shift on the floor
- Warehouse: spot the pattern before it becomes a shortage
- Office: ask the stores what they see before planning

VISUAL TO ADD

Role grid.

SESSION 2 · THE FLOOR

Humility

- Don’t be cocky
- Start at the bottom
- Lead by serving

VISUAL TO ADD

A senior leader carrying cartons into a store (only if it is real).

SESSION 2 · THE FLOOR

The honest truth

- Tell the truth, even when it costs the sale
- “I don’t know, let me find out”
- Stay reachable

VISUAL TO ADD

A blotter with a question mark drawn on it.

SESSION 2 · THE FLOOR

Humility across our roles

- Floor: ask a senior colleague for help in front of the customer
- Managers: work a busy register shift every quarter
- Warehouse & office: fix the process before explaining it

VISUAL TO ADD

Role grid.

SESSION 2 · THE FLOOR

Communicate, communicate, communicate

- Say it three times, three ways
- Face to face beats a forwarded message
- Hearing is not listening

VISUAL TO ADD

A crowded WhatsApp group screenshot (sample) next to a calm team huddle.

SESSION 2 · THE FLOOR

Shared leadership and teamwork

- Everyone owns the result
- Hand over a customer with context, not a point
- Social media is a conversation with customers

VISUAL TO ADD

Two associates passing a customer between them with a note.

SESSION 2 · THE FLOOR

Our communication rhythm

- 2 minute huddle at opening
- Questions from the floor answered within the shift
- One cross branch call a month, associates included
- Client notes travel when the customer travels

VISUAL TO ADD

The huddle template.

SESSION 2 · THE FLOOR

Activity: Measure Both Feet

- Pairs · 2 rounds · 2 minutes each
- Listen only, then name 3 things you noticed
- That were not said

VISUAL TO ADD

Countdown timer on screen.

SESSION 2 · THE FLOOR

Take one line home

Measure both feet.

This week: one customer observation at every huddle.

VISUAL TO ADD

The Awareness pin.

SESSION 3 OF 3 · THE NORDSTROM WAY

The *Engine*

Competition & Compensation | Innovation & Adaptation | Give Back & Have Fun

Close the series with energy: everyone plays the Scent Match, teams compete on a pitch, and each branch commits to four habits.

SESSION 3 · THE ENGINE

Session 3 of 3: The Engine

- Competition & Compensation · Innovation & Adaptation · Give Back & Have Fun
- First: the best huddle observation

VISUAL TO ADD

Photo of a real huddle from this week.

SESSION 3 · THE ENGINE

Competition and compensation

- Commission rewards the seller who serves
- Top performers are visible
- Service and selling are one job

VISUAL TO ADD

A simple leaderboard (sample data).

SESSION 3 · THE ENGINE

Cross selling, the right way

- Sell what completes the need
- Layering is our natural cross sell
- Never sell what they do not need

VISUAL TO ADD

Layering set laid out: oil, spray, mist, bakhoor.

SESSION 3 · THE ENGINE

Team contests and teamwork

- Compete as teams, not only as individuals
- Celebrate the assist
- Nobody steals a customer

VISUAL TO ADD

Team photo holding a trophy.

SESSION 3 · THE ENGINE

Competition across our roles

- Floor: know your number daily
- Managers: one board per branch with one culture metric
- Warehouse: accuracy and on time, celebrated monthly
- Office: speed of answering store requests

VISUAL TO ADD

Role grid.

SESSION 3 · THE ENGINE

Innovation and adaptation

- Customer obsessed, digitally enabled
- Channel agnostic: the customer chooses how
- The store is digitized, not replaced

VISUAL TO ADD

Phone screen and store counter side by side.

SESSION 3 · THE ENGINE

Time is the new luxury

- Customers are short of time, not choice
- Reserve online, try in store
- Click and collect, WhatsApp orders, delivery

VISUAL TO ADD

A WhatsApp chat ending with ‘ready for you at the counter’ (sample).

SESSION 3 · THE ENGINE

Channels change. Values don't.

- Technology works when people already trust each other
- New tools, same nine values

VISUAL TO ADD

The nine values on one slide again.

SESSION 3 · THE ENGINE

Innovation across our roles

- Floor: suggest one improvement a month
- Managers: test one idea per branch, keep it or kill it
- Warehouse: scan everything, guess nothing
- Office: pilot in one branch before rolling out

VISUAL TO ADD

Role grid.

SESSION 3 · THE ENGINE

Give back

- Store openings as community moments
- Giving is part of the culture
- Choose a cause together

VISUAL TO ADD

Our team at a real community event (if we have one).

SESSION 3 · THE ENGINE

Have fun

- Customers can feel a happy team
- Rituals: scent of the week, a win bell
- Fun is planned, not accidental

VISUAL TO ADD

A candid photo of a team laughing in a store.

SESSION 3 · THE ENGINE

Nine values in nine lines

- Trust: use good judgment
- Respect: every customer, every colleague
- Loyalty: sell a relationship
- Awareness: measure both feet
- Humility: start at the bottom
- Communication: say it three times
- Competition: celebrate the assist
- Innovation: channels change, values don't

VISUAL TO ADD

All nine lines building one by one.

SESSION 3 · THE ENGINE

Activity: Scent Match Town Hall

- Scan · sign up · play
- Watch the board
- Winning scent's team pitches in 30 seconds

VISUAL TO ADD

The live board on the big screen.

SESSION 3 · THE ENGINE

What changes on Monday

- One rule: good judgment
- One tool: the client book
- One habit: measure both feet
- One ritual: the daily huddle

VISUAL TO ADD

Four icons, one per habit.