



B.E. G.R.E.A.T. *Study Guide*

BE GREAT is more than an acronym – it's a call to action, an expression of our service culture, a reminder to be continually member-centered in all of our choices throughout the day. BE GREAT is our shared commitment not only to put our members first, but to actually place ourselves in their shoes and to see things from their point of view.

Simply put, BE GREAT is our Golden Rule at The Alaska Club.

You may have heard the expression “the devil is in the details”. What this means for us is that it's one thing to understand that Greeting every member is important to us and it's another level of service to understand that Greeting every member means everywhere, every time. It means a smooth and efficient check in process. It means be on stage with our members whether you're in the locker room, on the fitness floor or at the Member Support Desk. This same attention to detail applies to every aspect of BE GREAT. Act means that we're not just willing to take action – we always do what is needed without being asked, we always apologize, accept responsibility and immediately remedy issues. Above all, we are empowered to do what is right to exceed our members' expectations.

BE GREAT means:

- Be Your Best
- Engaging
- Greet Every Member
- Relationships
- Educate
- Act
- Thank Members Personally

...and it means so much more. Take a moment to review the BE GREAT model included at the end of this study guide and then quiz yourself to see how many of the specific details you can recall and list under each heading. You may even come up with a few of your own that suit the spirit of member-focused service that is at the root of BE GREAT.

When you have done your own review and quizzed yourself, you will be ready to take your online test. The test includes questions that are true or false, multiple choice, multiple answer and essay, so take your time to be sure you're prepared. A few of the questions will even help you decide what's NOT part of the BE GREAT model.

Here's a sample question to give you an idea of what to expect from the test:

Let's look at Be Your Best. Which statements listed below are included in Be Your Best? (Hint: there are four correct answers.)

- A. Focused on our members
- B. Always studying about the fitness industry to learn more and advance in your career
- C. In dress code
- D. Cross training in other departments
- E. Knowledgeable
- F. Taking classes to learn computer skills
- G. On time

The correct answers are A, C, E and G. The other possible answers are all good things to do, but they are not part of the member focused approach outlined in the Be Your Best part of BE GREAT.

Don't skip the time you need to study up for your quiz! When you're ready, the link for the test is:

<http://quizegg.com/q/105209>

Your username and password are:

Manager will create a username and password for each employee to take the quiz

