



The Road to Remarkable: A Closer Look at Novant Brand Principles

Explore our Brand Principles!

Consider the following for attending this education:

- Would you like to learn ways to apply the brand principles in every dimension, every time?
- Are you comfortable with providing your personal definition of remarkable with brand principles?
- Do you sometimes find a disappointed customer and have trouble knowing what to say?

If your answer was **“yes”** to any of the above, then this education will give you the tools to recognize and demonstrate service excellence!

Who should attend?

This class is designed for all Novant Health team members!

Webinar date and time

Wednesday, January 19, 9 a.m. to noon

This course has been converted to a virtual format due to the COVID-19 situation. Please enroll in the class and you will be contacted with further instructions.

Register in I-Learn by browsing for: CEL3848 The Road to Remarkable: A Closer Look at Novant Health Brand Principles. After registering, you will receive a confirmation email for the event with further details.



Objectives

The information shared in this course will help you to:

- Introduce Novant Health’s Brand Promise and Principles.
- Reinforce how the Brand Principles relate to Novant Health’s Mission, Vision, Values, and People.
- Integrate team members’ personal definition of remarkable with Novant Health Experience Principles.
- Identify "Always Events" that represent the Brand and Experience Principles.
- Implement Novant Health Principles in various customer service scenarios.
- Apply concepts learned in an interactive “What Would You Do” exercise.