



# 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 education is designed for all Novant Health team members!

### Webinar dates and times (pick 1 session)

- Thursday, November 10, 9 a.m. to noon
- Thursday, December 1, 2 to 5 p.m.

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.