



JOURNEY INTO A NEW CULTURE

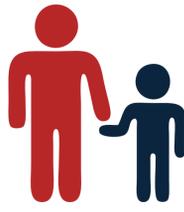


IT WAS THE OPPORTUNITY HE HAD WAITED A LIFETIME



TRAVELING ACROSS
THE OCEAN TO DISCOVER A NEW WORLD,
and a new way of conducting Business.

IT MADE HIS FATHER PROUD



Who had worked so hard to give his son a better life than his own. And this opportunity made the young man's mother proud, as she believed from the day he was born that her son was destined for better things.



SELLING EVERYTHING!
GOING OUT OF BUSINESS
AFTER 40 YEARS.



The young man let the agents direct him and kept his mind focused on the task at hand—leaving this chaos behind for the **LEARNING EXPERIENCE OF HIS LIFETIME.**



AT THE AIRPORT

This was the kind of turmoil and disarray the young man hoped would not exist in the new world. Does such a new world and a more considerate culture really exist?



UNLIKE SO MANY STORIES THROUGH THE AGES,

in which young people from less-developed parts of the world travel westward to Europe and North America in search of a better life, this story follows a new tide that's turning in the other direction.

AFTER LANDING ON THE OTHER SIDE OF THE WORLD AS HIS EYES AND EARS FILLED WITH WONDER, TODD FOUND SMILES GREETING HIM AT EVERY TURN.

www.UpliftingService.com

IN SEARCH OF UPLIFTING SERVICE



This Mr. Nordstrom isn't related to the iconic retailer that shares his name—a profitable retail brand often used to illustrate the power of excellent customer service.



There is a greater definition and a greater role for service to play in your life, and in our world. This book will show you how to create that world.



Service is a contribution affecting every business, industry, culture, and person—including you.

WHY SERVICE? WHY SINGAPORE?



What is the real definition of service? What does it mean to create a service culture? What actions can you take right now to bring these benefits to your life? **All of these questions will be answered throughout this book.**



SINGAPORE IS A UNIQUE AND EXTRAORDINARY ISLAND SOUTH OF CHINA. Yet the country is one of the leading financial centers in the world. It hosts one of the busiest shipping ports in the world. Year after year it's rated one of the best places to live and conduct business.



Singapore could see the opportunity in service-based industries including medical, financial, legal, education, hospitality, entertainment, and retail, but the nation's human resources hadn't developed to support these service industries.

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SINGAPORE HAS A GLOBAL REPUTATION FOR VIGOROUS LAW ENFORCEMENT.



The country's geographic location made it a port of constant commerce, bringing travelers and companies from all parts of the globe to engage in business, enjoy leisure, or simply connect in transit to another part of the world.

CHANGI AIRPORT'S "WHY?"



Singapore realized something that much of the rest of the world is still trying to figure out—there is a service crisis in the world, and only focused attention and persistently positive action are going to fix it.



Changi Airport has evolved to become a global standard of functionality, aesthetics, and service.



Singapore is a microcosm of the world. What works in this country can work in your company, your organization, your career, and your life. Uplifting service can work in your world, too.

THE ADVENTURE THAT LIES AHEAD



With each chapter of this book, you will take another step on the proven path into a world where service has the power to uplift, delight, and inspire.

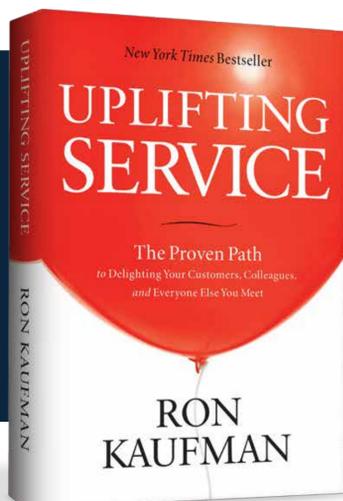


UPLIFTING SERVICE TRANSFORMS INDIVIDUALS, TEAMS, AND ENTIRE ORGANIZATIONS.

I've witnessed its power and its impact firsthand. And along the way, I've gathered insights, interviews, best practices, and strategies from the world's most successful service cultures, innovators, and leaders.

UPLIFTING SERVICE IS NOT JUST A BUSINESS MANTRA; IT'S A TRANSFORMATIONAL MINDSET.

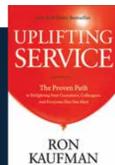
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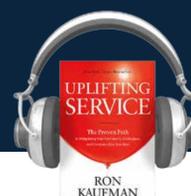
The New York Times

BESTSELLER

**The Proven Path
to Delighting Your Customers, Colleagues,
and Everyone Else You Meet**



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