

HOW TO USE THIS FACILITATOR GUIDE

This guide is used to assist facilitators in delivering topics to learners in a clear and efficient manner. Facilitators will need to perform the following tasks prior to the start of the course.

- Read through the facilitator guide.
- Confirm you have access to the tools and resources.
- Practice using the tools and resources to support the delivery of the key topics.

The Ready! content was designed with both **T-Mobile Corporate-Owned Retail (COR) & TPR employees** in mind. But there are a few **topics that apply to COR employees only**.

This guide will identify those topics in the **Topics, Tools, & Time section** & throughout the guide with **(COR ONLY)**. When a topic is identified as **(COR ONLY)**, TPR trainers are encouraged to use this time to deliver the topic objective as it aligns with their business.

Key Terms	What it Means for You
PURPOSE	Provides the WIIFM of the topic and/or activity.
TIME	Indicates the approximate time for the activity.
ASK	Ask the learners this question and wait for responses.
EXPLAIN	Use your own words to deliver the content.
ACTION	Indicates a task the facilitator must do.
INSTRUCTIONS	Provides steps on how to complete an activity .
DEBRIEF	Guided discussion to gauge knowledge retention.

STANDARD MODULE FLOW



The Un-carrier Experience

TOPICS, TOOLS, & TIME

Topics	Tools	Est. Time
Intro – What is Un-carrier?		0:30
Introduce the Un-carrier Experience	<ul style="list-style-type: none">Facilitator Guide & Participant GuidePresentationVideo: Un-carrier Experience – What Un-carrier Means https://c2.t-mobile.com/docs/DOC-421530	
Intro – We’re About the Customer		0:10
Discussion	<ul style="list-style-type: none">Facilitator Guide & Participant GuidePresentation	
Highly Admired Activity		0:25
Learners consider other companies that are about the customer and their common elements	<ul style="list-style-type: none">Facilitator Guide & Participant GuidePresentation	
Final Thoughts		0:05
Company culture wrap up	<ul style="list-style-type: none">Facilitator Guide & Participant GuidePresentation	
Approximate Time: 1:10		

PURPOSE

This module introduces the learner to our T-Mobile culture! It starts the full day of focus on what makes T-Mobile different from the wireless carriers. We are the Un-carrier!

In this introductory module, we'll look at the T-Mobile Manifesto in a video. Then we'll talk about the T-Mobile Promise. It's that simple: We're about the customer! And last, we'll look at companies outside the wireless industry that are known for being about the customer. What are the common elements that make up world class retailers?

It's critical that you communicate the excitement and strength of our Un-carrier brand to the learners. They've joined an amazing company and they need to feel it from the start!

EXPLAIN

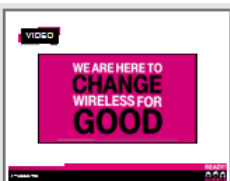
We are the Un-carrier!



- Explain in your own words and with great enthusiasm:
 - You've joined a company that's unlike any other. Our focus and mission is to be the Un-carrier. That means that we are unlike other wireless providers.
 - We are driven to eliminate industry pain points for our customers.
 - That drive enters everything we do. New products and services, customer interactions, policies, and even how we treat each other.
 - Our CEO, John Legere said it and we continue to deliver it every day: "We are going to rewrite the rules of wireless for our customers."

INSTRUCTIONS

Un-carrier Experience – What Does Un-carrier Mean? Video



- Tell the learners that we'll look at a video of the T-Mobile Manifesto - what it means to be the Un-carrier. It describes who we are as a brand and our mission to change the wireless industry for good.
- Ask them to pay attention to how many times the "un" is mentioned. Yes, there will be a quiz!
- Show the video (<https://c2.t-mobile.com/docs/DOC-421530>)

INTRO - WHAT IS UN-CARRIER? (CONTINUED)

DEBRIEF



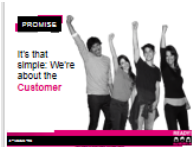
Ask the following questions to debrief the video. If you have time, ask additional questions that point out the brand positioning. This is important!

- We are not in the phone company business. We are in the _____ business. (changing the phone company business)
- What “un” phrases did you hear? Get them all?
 - Unapologetic
 - Unsatisfied with the status quo
 - Unafraid to innovate
 - Unwilling to play by the rules
 - Everything they do, we undo
 - We are the Un-carrier!
 - Unrivalled value in everything we do.
 - Unleashed
- There was a powerful statement about our technology near the end of the video. Do you remember what it was?
 - The device in our hands is the single greatest piece of technology of our lifetime, and it deserves to be unleashed.
- What makes that a true statement? How has mobile technology changed the world?

PURPOSE

The T-Mobile Promise is how we do business. It's that simple: We're about the customer!

EXPLAIN



We are changing wireless for good and it's up to every one of us to create an experience in our stores that proves that we put our customers first, that we listen, and that we're not like the other carriers.

We all have one goal in mind and that's to make the promise of Un-carrier real for our customers. We will bring the Un-carrier focus to the in-store experience and bring our brand to life for each customer interaction.

ASK

How do you know when that promise is realized? What does it look like in a store when they are all about the customer?

Sample responses:

- The store feels warm and welcoming.
- Music playing, clear displays.
- The customer is greeted when they walk in.
- The conversation is normal and natural - not scripted.
- If there's a wait time, someone checks in with the customer often.
- Every interaction is valuable - not just the ones that make money.

EXPLAIN

It's that simple: We are about the customer! That means we listen to our customers, and act on what we hear. In every conversation, in every sale we need to listen to the customer's needs, make that customer a priority, make the customer feel valued. It means that you **personally** own making each interaction about the customer.

PURPOSE

To consider what other well-known companies do to become a highly admired retailer. Then compare those companies to our Un-carrier Promise to be about the customer.

INSTRUCTIONS



1. Divide the learners into teams of four or five.
2. Read the quote from Jon Freier on the slide. Explain who Jon is if the learners don't know.
3. Tell the teams to come up with five companies that provide an exhilarating customer experience. Retail preferred but not required.
4. They must have three traits that demonstrate why that company is all about the customer. What makes them highly admired?
5. Allow 15 minutes for team discussion.
6. Ask each team to present one of their companies and their three defining traits.
7. No company can be used twice. If the first team talks about company A, no other team can use company A as their example.

DEBRIEF

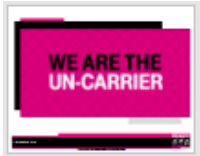


- Did you hear several of your companies mentioned by other teams? What does that tell you about that company's reputation? (That will indicate that the company has a broad reputation for providing a quality customer experience.)
- What traits were mentioned often?
- How do those company's traits compare to what you know about the Un-carrier?

PURPOSE

Summarize what Un-carrier means to each person.

ASK



- Being the Un-carrier is a company mission. But it's a personal mission, too. Of the things you've heard in this module, what resonates with you most? Did you hear something that will change your thinking or change your behavior?
- Ask several people to share their thoughts about the Un-carrier Experience.
- End the module.