



GO★FURTHER

AMAZING. FRIENDLY. AUTHENTIC. EXPERIENCE.

INITIATIVE WORKSHOP

OVERVIEW

This workshop is designed to introduce the Go Further Initiative and Azamara core values. The workshop is one hour of instruction and activities. The participants will discuss the four values Amazing, Friendly, Authentic, and Experience and provide examples of how the values are demonstrated onboard.

SESSION HIGH LEVEL OUTLINE

1. Welcome and Leader Introduction
2. Why are we here?
3. Activity: What values do you strive to live up to everyday?
4. PowerPoint Presentation
5. Group Activity—Wheel of Values
6. Closing and Go Further pin distribution

Note: A leader (preferably a member of the Executive Committee if available) is required to introduce the Go Further Initiative and the purpose of the initiative.

CHECKLIST

Before you facilitate the Go Further Workshop, it is recommended that you review this entire guide. You will need to reference the materials listed below:

The following items are required:

- Attendance Sign in Sheets
- PowerPoint Presentation
- Sheets of paper and Markers for the participants
- Go Further Values Credo cards
- Go Further Card Game
- Go Further Pins
- Swag items for volunteers
- Markers or pens
- Sheets of paper

Audio/Visuals Required:

- Projection Screen
- Computer
- Speakers
- Videos (embedded in the PowerPoint Presentation)



Time: 1 minute

Do: Welcome the Participants.

Say: Welcome to the Azamara Go Further Training!

Do: Introduce the Leader.

Why are we here?



Time: 5 minutes

Do: Invite an operational leader to speak about the Go Further initiative. Ask the leader to share one of their own stories regarding one of the values (something that is meaningful to them).

Note: The operational leader needs to discuss why we are here and recap the key points from Carol's Video.

Some of the key points from Carol's Video include:

- An explanation of the Go Further Initiative and opportunities for recognition.
- Introduction of the core values: Amazing, Friendly, Authentic, and Experience.
- A challenge to all Crew Members to exemplify the values and go above and beyond to provide the highest service standards.

What values do you strive to live up to everyday?



Time: 2 minutes

Do: Ask crew members to share their core values.



Time: 5 minutes

Say: You heard Carol's challenge and the four Azamara core values. Let's review the values.

Do: Instruct the participants to write down the one value they identify with the most on a sheet of paper (allow some time for them to write their answers). Ask the participants to stand and hold their paper up. Randomly select a few participants to share why they decided on the value they chose.

What does it mean to be **Amazing**?

Amazing is What I Do

- I anticipate the needs of our guests.
- I deliver above and beyond.
- I pay attention to detail.
- I personalize each guest's experience.
- I listen closely to our guests and respond quickly to their need



Time: 2 minutes

Say:

- Being amazing means anticipating the needs of our guests.
- Being amazing means delivering above and beyond.
- Being amazing means paying attention to detail.
- Being amazing means personalizing each guest's experience.
- Being amazing means listening closely to our guests and responding quickly to their needs.

What does it mean to be Friendly?

Friendly is Who I am

- I'm warm, engaging and go out of my way to do nice things for our guests and my colleagues.
- I'm welcoming, helpful and show care and respect for our guests and my fellow crew.
- I call each guest by name with the proper address: Mr., Mrs., Sir, Miss, Madame.
- I am open, accessible and communicative to our guests and with my colleagues.



Time: 2 minutes

Say:

- Being friendly means that you are warm, engaging, and go out of your way to do nice things for guests and crew members.
- Being friendly means that you are welcoming, helpful and show care and respect for our guests and fellow crew.
- Being friendly means that you call each guest by name using the proper address such as Mr., Mrs., Sir, Miss, Madame.
- Being friendly means that you are open, accessible and communicative to our guests and colleagues.

What does it mean to be Authentic?

Authentic Is How I Live

- I am genuine to myself and my personal identity.
- I execute the Azamara experience in a true and committed way.
- I take great pride in delivering my personal best and helping my colleagues do the same.



Time: 2 minutes

Say:

- Being authentic means being genuine to yourself and personal identity.
- Being authentic means executing the Azamara experience in a true and committed way.
- Being authentic means taking great pride in delivering your personal best and helping your colleagues do the same.

What is the Azamara Experience?

- I connect with guests through friendly, engaging, and knowledgeable service.
- I apply my training and experience to make sure each guest feels special.
- I believe in our promise to Explore Further with more overnights and longer stays in port.



Time: 2 minutes

Say:

- Being experience means connecting with guests through friendly, engaging, and knowledgeable service.
- Being experience means applying your training and experiences to make sure each guest feels special.
- Being experience means believing in our promise to Explore Further with more overnights and longer stays in port.

What does it mean to Go Further?



Time: 2 minutes

Say: What does it mean to Go Further?

Do: Ask crew members to explain what it means to Go Further.



Time: 5 minutes

Say: Let's listen to some of our guests as they express how the Azamara Crew members go above and beyond to deliver exceptional service every day. This is true testament to what makes Azamara ships and crew different from all the other brands in the industry. Exemplifying our values is essential to our success. To Go Further you will need to commit to being **amazing, friendly, and authentic** so you can deliver the Azamara **experience**.

Wheel of Value Activity



Time: 1 minute

Say: We have discussed the values and the supporting behaviors now it's time to share our knowledge and have some fun. It's time to play Wheel of Values!



Time: 15 minutes

Note to Facilitator: Here are the instructions for the group activity.

- Before the group activity separate the deck of cards into five categories listed on the Wheel of Values.
- Separate crew members into five teams.
- The facilitator will spin the wheel five times to assign a category to each group. If a category is repeated, the facilitator will spin the wheel until a new category is selected for each group. Once each group is assigned a category, provide them the corresponding deck of cards. Instruct the group to pick two questions from the deck. They will have five minutes to discuss their answer to the questions chosen.
- Allow each group two minutes to read their cards and present their answers to the class; each group need to select someone to present to the class.

Say: I will spin wheel and assign each group a category. You will have five minutes to select two questions to answer from the deck of cards. After five minutes each group will be given two minutes to present their answers to the class. Please identify someone to read the questions from the card and present your answers.

Azamara Values, are my Values.

I will be **Amazing, Friendly, & Authentic**,
so we can deliver the **Experience**.

I will **Go Further**.



Time: 3 minutes

Do: Ask the participants to read the slide. Give out the Go Further Pins and encourage the participants to commit to living the Azamara values every day.

Note: Ask participants to stand and read the slide.

What's Next?



Time: 1 minute

Say: We have created a recognition program that will include elements to support our values. We are looking at other programs and shaped them to support our values.

Now it's time for you to Go Further and implement these values to create memorable experience for our Guests and Crew members. Let's Go Further!

Thank You!



Time: 1 minute

Do: Thank the participants for attending the training and encourage them to live the Azamara values each day.