

*Ellis Communications, Inc.*

## NEWS STORY

### Five Key Steps Help Casinos Reap Rewards Of Organizational Improvement

**FOR IMMEDIATE RELEASE**  
**Jan. 14, 2008**

**CONTACT: Tom Ellis**  
**Ellis Communications, Inc.**  
**Phone (417) 881-5635**  
**E-Mail [tellis@casinocustomerservice.com](mailto:tellis@casinocustomerservice.com)**  
**[www.advocatedevelopmentsystem.com](http://www.advocatedevelopmentsystem.com)**  
**[www.casinocustomerservice.com](http://www.casinocustomerservice.com)**

Casinos that embrace organizational improvement can reap many rewards, and there are specific steps they can take to make it all happen.

“Success-driven organizations implement internal organizational improvements that make them more effective, accountable, efficient and visionary,” says Jennifer Privitera, manager of client service for Annapolis, Maryland-based Robinson & Associates, Inc. “Casinos have the talent and means to do this, too.”

Privitera outlines the following steps for implementing organizational improvement.

**Step No. 1.** Create a culture of change, Privitera says. “One common characteristic is that improvement requires a culture in which change is a constant, ongoing journey that adds value to the casino and its employees and guests,” Privitera notes.

**Step No. 2.** Create a shared vision, Privitera says. “Creating a shared vision with guests and employees is a critical step toward instituting change,” Privitera explains.

**Step No. 3.** Make sure everyone embraces the new culture, Privitera says. “It is important that the entire casino staff is familiar with the defined culture of the casino and that they communicate it through thought and action,” Privitera says.

**Step No. 4.** Obtain commitment from senior management, Privitera says. “Senior leaders and managers must be committed to this culture by providing resources, establishing and modeling appropriate behaviors, identifying competencies and providing a supportive environment that encourages two-way communication and diversity,” Privitera explains.

**Step No. 5.** Define desired employee behaviors, Privitera says. “In ‘Creating A Positive Culture,’ Phyllis Hartman and John Hayden explain that the definition of behaviors demonstrated by employees that support the casino’s values, as well as the illustration of need for improvement and results by managers, will go a long way to instituting organizational improvement,” Privitera says.

Robinson & Associates has published a white paper that helps casinos understand what is involved in rolling out organizational improvements that can result in greater success in the future. Those interested in obtaining a copy of the white paper should e-mail Marilyn Kuhnert, Robinson & Associates’ client development specialist, at [mkuhnert@casinocustomerservice.com](mailto:mkuhnert@casinocustomerservice.com) or call her at 623-486-9090.

Robinson & Associates, Inc., is a global customer service consulting firm for the gaming industry. It helps casinos determine their Advocate Index, a number that indicates the extent to which properties have guests who are willing to be advocates. The company then implements its Advocate Development System in combination with the proven methodology of Advocate Index and best business practices to help casinos create

more guest advocates and chart a course for growth and profitability. Robinson &

Associates may be reached by phone at 480-991-6420, by e-mail at

[mbaird@casinocustomerservice.com](mailto:mbaird@casinocustomerservice.com) or via its Web sites at

[www.advocatedevelopmentsystem.com](http://www.advocatedevelopmentsystem.com) and [www.casinocustomerservice.com](http://www.casinocustomerservice.com).

Robinson & Associates is a member of the Casino Management Association and an associate member of the National Indian Gaming Association.

#