

**Learning from Mistakes Is Important Part of
Organizational Improvement At Casinos**

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As a casino rolls out internal organizational improvement, it must allow employees to make mistakes as they expand their skills, try new things and make decisions.

The following tip is provided by Robinson & Associates, Inc., a customer service consulting firm to the gaming industry.

Tip:

“John Ballantine states in ‘Firms That Invest in Employees Will Come Out On Top’ that it is important to give employees the latitude of making mistakes. Ballantine says, ‘Growing your company – and your people – is all about making mistakes. The trick is not to minimize mistakes but to minimize the cost of mistake. Your most valued employees will thrive only to the extent that they are put in a position to make tough decisions and learn from those experiences.’”

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 or call her at 480-991-6421.

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 contacting Marilyn Kuhnert or via its Web sites at www.advocatedevelopmentsystem.com and www.casinocustomerservice.com. Robinson & Associates is a member of the Casino Management Association and an associate member of the National Indian Gaming Association.

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