

## **NEWS STORY**

### **To Implement Internal Organizational Improvement, Teach Casino Managers How to Create Correct Culture**

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Casinos implementing organizational improvement must teach their managers how to create the proper kind of internal culture.

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

Tip:

“Managers must be taught how to create a casino culture that is ‘rich in feedback’ and that supports mentoring and coaching, according to Phyllis Hartman and John Hayden in ‘Creating A Positive Culture.’ Managers must be able to align support systems that reinforce the defined culture. This includes training, recognition, performance management, coaching, sharing of results and constant communication.”

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 Lydia Baird at [lbaird@casinocustomerservice.com](mailto:lbaird@casinocustomerservice.com) or call her at 206-774-8856.

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 Lydia Baird 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.

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