



# Language Services Associates (LSA): Cascading a Can-Do! Culture

**How a firm who built its reputation by providing high-quality translation and interpretation services across cultures strengthened its own company culture.**

## It Started At the Top

LSA began working with DillonMarcus in 2008 to identify and solidify strategic priorities. DillonMarcus facilitated a series of key conversations with senior leadership that helped clarify organizational priorities -- setting them on a more solid path for the future. During those conversations, it became apparent that the President's passion for service was, and always had been, a driving force within the organization.

## The Right Recipe

LSA re-engaged DillonMarcus in 2010 to help expand Founder & CEO Laura Schriver's *Can Do!* philosophy throughout the ranks of her growing organization. The goal was to increase LSA's competitive advantage through service excellence.

Spearheaded by LSA's Director of Client Services, a cross-section of LSA employees (aptly named the Can Do! Leaders) were convened. Through a series of meetings, the Leaders told stories of great service moments. From those real life stories, the ingredients of LSA's unique *Can Do!* spirit bubbled to the surface.

## Cascading the Can Do! Culture

Once LSA's recipe for service excellence was complete, the next step was to create a learning experience that would convey the essence of the '*Can Do! Ready to Serve*' Culture to all employees. The fully customized day underscored how awesome service can create an unbeatable competitive edge, while spotlighting each *Can Do!* ingredient in a fun and meaningful way. To ensure that the service culture remained alive over time, participants received their own Cream of *Can Do!* can, complete with the ingredients listed on the label along with a 'Ready to Serve' seal.



## Teaching Them to Fish

After facilitating the initial employee sessions, DillonMarcus conducted train-the-trainer sessions for LSA Leaders who now facilitate the sessions on a go-forward basis. These Leaders do a terrific job of cascading the concepts throughout the organization and collectively come up with creative ways to reinforce and celebrate the *Can Do!* Culture.



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### An Award-Winning Experience

LSA has been recognized for its comprehensive efforts surrounding its *Can Do!* Culture initiative. More than 1,000 entries from organizations of all sizes and in virtually every industry segment were submitted to the 2012 Stevie® Awards for Sales & Customer Service. LSA was named a bronze winner in the 'Training Team of the Year' category and since then, the company continues to flourish.



### About LSA

Founded in 1991 by Laura K. T. Shriver, LSA is proud to offer a full range of language translation services and language interpreter services, including Translation and Localization, Video Remote Interpreting, INTERPRETALK® Interpreting by Telephone, Face-to-Face Interpreting, American Sign Language and Intercultural Consulting. With over 150 employees and a network of more than 5,000 Independently Contracted global Linguists, LSA fulfills the multicultural communication needs of more than 2,000 clients worldwide in over 200 language offerings. For more information on LSA, visit [www.lsaweb.com](http://www.lsaweb.com).