

# PREVIEW GUIDE



## The JukeBox Journey Series

A JukeBox Journey with HEART  
A JukeBox Journey with SOUL  
A JukeBox Journey with VIBES

## Program Information

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The ***JukeBox Journey Series*** is a series of three short, motivational meeting openers. Each are set to an oldies rock 'n' roll song, and include a learning acronym designed around a certain topic – one video is about attitude (A JukeBox Journey with SOUL), one is about leadership (A JukeBox Journey with HEART), and the other is about customer service (A JukeBox Journey with VIBES).

**Please see the sample Discussion Guide pages on pages 5-8 of this Preview Guide, to view the song titles and learning acronyms!**

## Materials Included With Each *JukeBox Journey* Program

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Included with each program in the ***Series***:

- ◆ The ***VHS and DVD*** of each *JukeBox Journey* program contains the catchy, upbeat, motivational meeting opener that will rock'n'roll your employees into just the right frame of mind. Choose between a VHS or DVD for your facilitation convenience.
- ◆ The ***Discussion Guide*** for each program provides options and discussion questions for using the video either as a meeting opener, or as the basis for more in-depth training on the video's acronym and topic (leadership, attitude, or customer service).

## Program Pricing

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Purchase Price: \$295 each, \$650 Series (a \$235 savings)

Rental Price: N/A

Preview Price: Free

Running Time: 3 minutes each

Materials included: DVD or VHS and Discussion Guide for each program

## Quantity Pricing Discounts

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### **Individual *JukeBox* videos or *JukeBox Journey Series***

1-2 copies	list price
3-14 copies	10% off
15-25 copies	15% off
26-50 copies	20% off
51+ copies	(call for quote)

Industry discounts may apply; call your Sales Consultant for more information.

# The JukeBox Journey Series

**SAMPLE PAGES FROM ALL 3  
DISCUSSION GUIDES**

# A JukeBox Journey with **VIBES** Discussion Guide

Part of the JukeBox Journey Series

## What is a JukeBox Journey?

A JukeBox Journey is the process of connecting a classic rock 'n' roll song and a lesson. The song serves as a memory anchor and inspiration so that you will remember to use the lesson. At the right are examples of JukeBox Journeys from the CRM JukeBox Journey Series.



What do the experts say about using classic rock 'n' roll music as memory anchors?

**The University of California** did a study that concluded that if there's an emotional connection to a piece of information, we remember that information better.

**The Houston Chronicle** reported that if we connect something we want to remember to something already firmly implanted in our minds (like a song) or something that is fun, we remember that information better.

Both the **American Medical Association** and **Harvard University** have done research that shows that classic rock 'n' roll music is the perfect tool for the two things listed above – creating emotional connections and creating memory anchors.

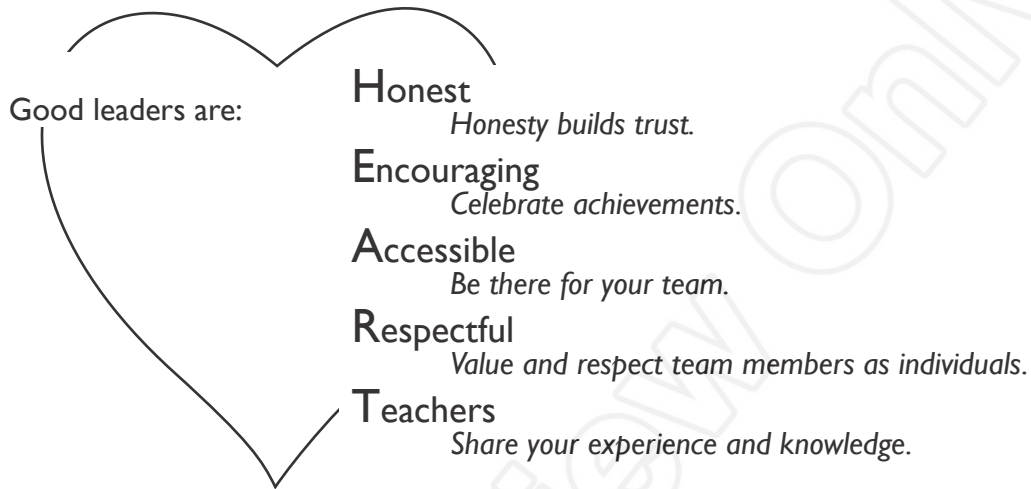
But even if we didn't have expert proof of this concept, most of us know the effectiveness of music as a memory anchor and/or inspiration from personal experience.

- ♪ Just think about how most of us learned our alphabet. We learned it through song!
- ♪ Haven't you ever heard a song and been taken back to a specific time or place, or thought of a specific person?
- ♪ Has a song ever inspired you to action in some way?

# JukeBox Journey with HEART

Put a Little Love In Your Heart • Jackie DeShannon

Manage (processes) with your head and lead (people) with your heart.



## How do I use this video short?

### ♪ Getting Started

Bring the lights down, make sure the volume is at a strong level and start the video or DVD. Make it a fun experience; consider encouraging people to clap and/or sing along!

### ♪ As a Meeting Opener

The **JukeBox Journey with HEART** video will create an environment of enthusiasm and interaction to help open your meeting or training session. Be sure to capitalize on all that positive energy by taking a short time to explore one or both of the following discussion questions:

1. What is the difference between formal and informal leaders?
2. What is meant by manage (processes) with your head and lead (people) with your heart? Why is this important?

Use the **Jukebox Journey with HEART** video short and acronym as a meeting opener, leadership rejuvenator, or as the foundation for a training component. It is great for: staff, management, and general leadership meetings, or training sessions and retreats.

## ♪ As a Training Component

When using the **JukeBox Journey with VIBES** video short and acronym as a training component, explore each of the five acronym concepts individually. Consider the following discussion questions for each component:

**Value Differences** – *Respect each person as an individual.*

1. What unique qualities do you sometimes fail to value in your internal and external customers?
2. Why is it important to value and respect these differences?

**Initiate Service** – *Be the first to offer help.*

1. List areas where we can initiate service more often.
2. How can we “initiate” and not “aggravate”?

**Be Sincere** – *Customers feel and appreciate your integrity.*

1. What forms of body language are clues to sincerity and insincerity?
2. What other ways can we demonstrate sincerity to customers?

**Exceed Expectations** – *Find new ways to help...and make them feel special.*

1. What can we do to exceed internal and external customer expectations?
2. Name situations where we already exceed expectations.

**Smile** – *It'll make someone's day!*

1. How does smiling at a customer affect you personally?
2. How does it affect customers?

## ♪ Expanding the **JukeBox Journey**

Allow participants to choose songs that will remind them of each of the lessons above, or other leadership lessons they come up with themselves.

If your organization is properly licensed through organizations like ASCAP or BMI you can actually play the licensed songs in your meeting or training session. This allows for the ultimate JukeBox Journey experience!

For more information about music licensing visit:

[www.ascap.com/index.html](http://www.ascap.com/index.html) – click on *Customer Licensees*

[www.bmi.com/home.asp](http://www.bmi.com/home.asp) – click on *Licensees / Customers*

## ♪ As a Training Component

When using the **JukeBox Journey with SOUL** video short and acronym as a training component, explore each of the four acronym concepts individually. Consider the following discussion questions for each component:

**Stay Passionate** – *Inspiration can be found wherever you look.*

1. What one thing related to your job are you most passionate about?
2. How might you keep that passion alive on a daily basis?

**Own Your Attitude** – *Choose to have a positive effect on others.*

1. What can we do individually and as a team to foster positive attitudes?
2. What can we do individually and as a team to help eliminate negativity?

**Understand Others** – *Welcome diversity and find a world of new ideas.*

1. Name situations where we sometimes fail to demonstrate that we welcome diversity.
2. How does welcoming diversity help us find a world of new ideas?

**Laugh...A Lot** – *Laughter is the ultimate soul food.*

1. What can we do in our organization to increase how often we laugh?
2. What benefit might we see as a result of more laughter in our organization?

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[www.bmi.com/home.asp](http://www.bmi.com/home.asp) – click on *Licensees / Customers*

[www.JukeBoxLearning.com](http://www.JukeBoxLearning.com) – click on *Using Music Legally*