

TSC Category	Customer and Passenger Services					
TSC	Service Leadership					
TSC Description	Champion and role-model the organisation's service vision, mission and values					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
	ATP-CEX-1014-1.1		ATP-CEX-3014-1.1			
	Demonstrate the organisation's service vision and recognise the role that one plays in contributing to the service vision		Role-model the service vision of an organisation and encourage service excellence			
Knowledge	<ul style="list-style-type: none"> • Organisation's vision, mission and values • Methods to demonstrate service delivery in line with the organisation's vision, mission and values • Methods to monitor one's performance 		<ul style="list-style-type: none"> • Characteristics of a role model • Organisation's vision, mission and values • Methods to demonstrate the organisation's vision, mission and values • Methods to encourage team to deliver service • Methods to promote a customer-centric culture • Methods to monitor performance of self and team 			
Abilities	<ul style="list-style-type: none"> • Recognise the role one plays in contributing to the organisation's vision, mission and values • Demonstrate service delivery in accordance with the organisation's vision, mission and values • Monitor one's performance to ensure consistency with the organisation's vision, mission and values 		<ul style="list-style-type: none"> • Demonstrate the characteristics of a role model that reflect the organisation's vision, mission and values • Encourage team to deliver service • Promote a customer-centric culture within the service environment to achieve service excellence • Monitor performance of self and team to ensure 			

			consistency with the organisation's guidelines			
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