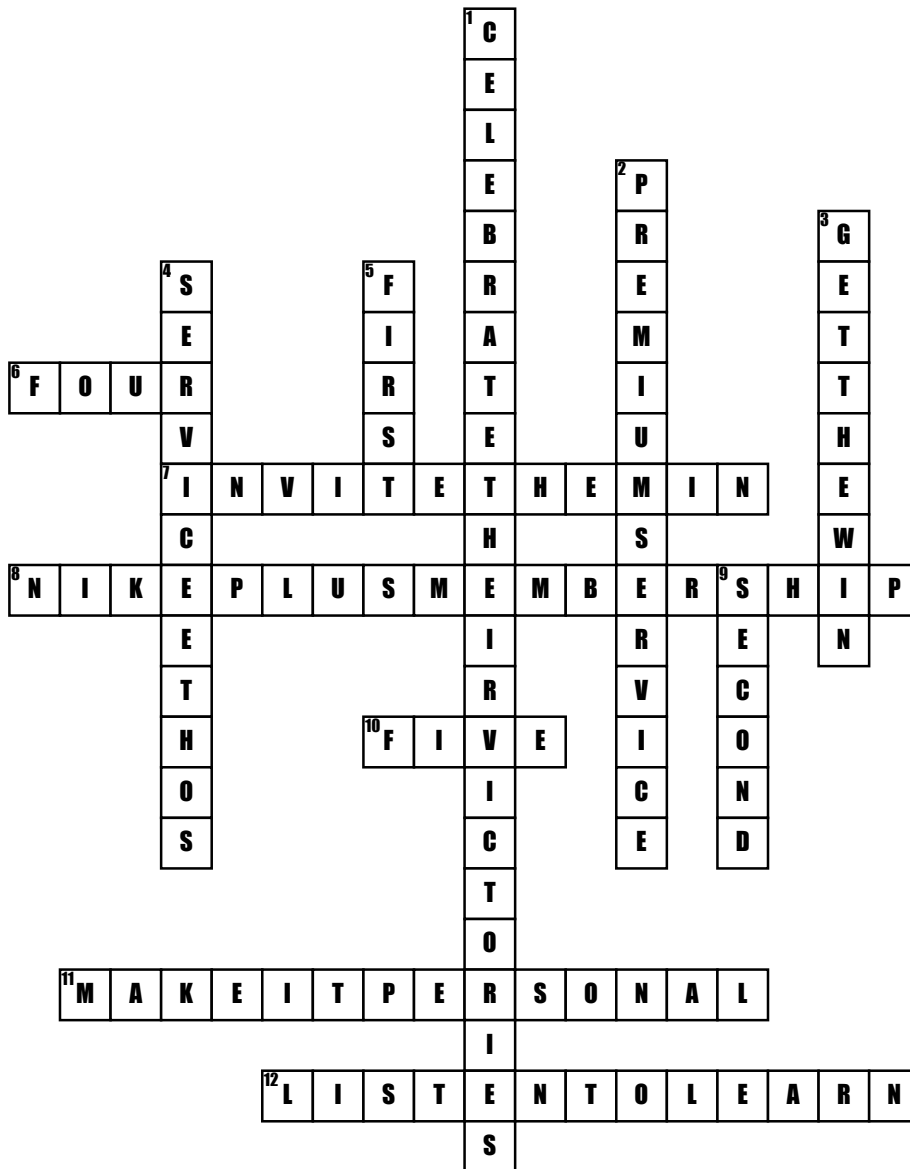


Name: _____

Nike Service Ethos



Across

6. Celebrate Their Victories is service ethos # _____

7. _____ is the third service ethos.

8. What is one way we "Invite Them In?"

10. There are _____ service ethos.

11. When we _____, we are creating a customized, premium experience for the consumer.

12. How can we find out what the consumer is looking for?

Down

1. Sally just ran her first half marathon! Which of the service ethos should we use?

2. When we use all of the service ethos we provide _____

_____ for all of our consumers.

3. What is the final service ethos?

4. The Nike _____

_____ make up our action plan to help us provide a premium experience for all of our consumers.

5. Listen to Learn is the _____ service ethos.

9. Make It Personal is the _____ service ethos.