

Our secrets to success...

WORLD CLASS WISDOM

City of Grand Prairie Texas

We are the Prairie Best!

More than 200,000 residents call Grand Prairie home. Grand Prairie is the 7th largest city in DFW, the 15th largest in Texas and the 125th largest in the nation. Smack dab between Dallas and Fort Worth, thousands of businesses find Grand Prairie the perfect home, too.

Tourism is also big business in Grand Prairie. More than six million visitors a year frequent Epic Waters Indoor Water Park, IKEA, Grand Prairie Premium Outlet Mall, Living Spaces, Lone Star Park, the Texas Trust Theatre at Grand Prairie, PlayGrand Adventures, Palace of Wax, Ripley's Believe It Or Not!, Lake Joe Pool, Traders Village, Tangle Ridge and Prairie Lakes golf courses, Alliance Skate Park

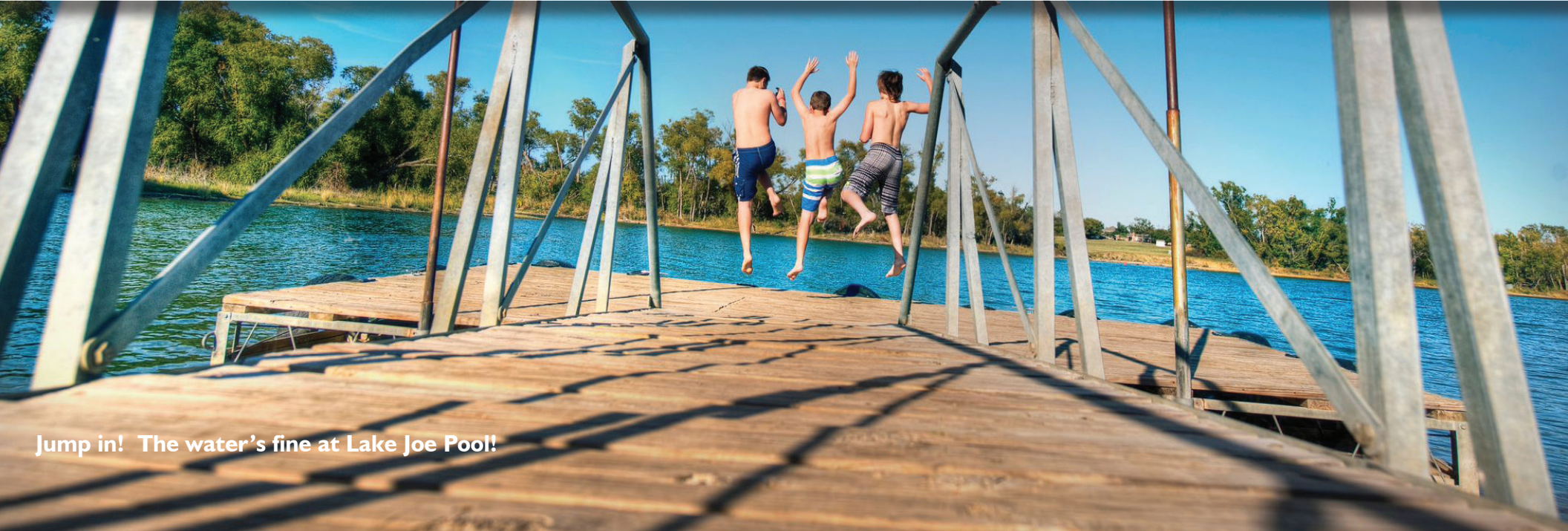
and Main Event Entertainment.

With 60 parks, a ¼ cent sales tax is creating world class parks facilities throughout town. In fact, our parks system is a two-time Gold Medal winner, signifying best parks in nation. Voters also approved a ¼ cent sales tax for street improvements, keeping the drive all smooth ahead.

Grand Prairie...great people.

Character is doing what's right when nobody's looking.

-JC Watts Jr.

A photograph showing three young boys jumping from a wooden dock into a large, clear blue lake. The dock is made of light-colored wood and has a metal railing. The boys are in mid-air, with their arms raised. The background shows a line of green trees under a clear blue sky. The water is bright blue and reflects the sky.

Jump in! The water's fine at Lake Joe Pool!

Play fully in a two-time Gold Medal Best Parks in Nation parks system



Others are Noticing How We

Live Life Grand.

Accolades Include:

- 94% love Grand Prairie's quality of life, 2020 city survey
- #1 Best Place to Retire in Texas, self-made.io
- #1 Most Dynamic Small City in USA, point2homes.com
- #2 Safest City in DFW, WalletHub.com
- #3 Happiest City in Texas, WalletHub.com
- #3 Best City for Jobs in Texas, WalletHub.com
- #5 Best Place to Move in USA, The New York Times
- #8 Best Staycation in USA, WalletHub.com
- #10 Best City in Texas for Living the American Dream, #19 in USA, SmartAsset.com



Our Customers:

- The citizens
- Our visitors
- Our businesses
- Each other

Be more concerned with your character than your reputation. Your character is who you really are. Your reputation is merely who others think you are.

- Unknown

Our Vision

Commitment to exemplary and ethical service,
proactive community engagement and
facilitating an outstanding quality of life

Our Mission

is to create raving fans by delivering
world class service.

Our mission and vision are bold! We have to back them up with action. Grand Prairie will be a city where people want to live, work and visit. We will be a city people talk about because of our:

- High quality of life
- Extreme commitment to world class service
- Diversity, inclusiveness
- Commitment to public safety
- Commitment to our environment
- Values
- Programs
- Attractions
- Facilities
- City staff
- Innovative actions



To Reach Our Vision...

will take the collective efforts of each and every member of our employee family and our elected officials, constantly living our values, aggressively moving toward our vision, creating raving fans at every opportunity, and always looking for ways to make the business of running a city better.

We will always be transparent and do our jobs with the greatest integrity. We will be an organization known as one that cares and makes a difference. Together we can accomplish our vision. We will leave the city a better place by our having been here.

A journey of a thousand miles begins with a single step.

- Chinese Proverb





World Class Organization

- Attention to details
- Value driven
- Consistent
- Team oriented
- Professional
- Esprit de corps
- WOW factors
- Customer focused
- Innovative
- Caring

***We are what we repeatedly do.
Excellence is not an act, but a habit.***

- Aristotle

Our Values:

Service

People

Integrity

**We teach these values,
live by them,
make decisions by them,
and expect them.**

*It is never too late to be
who you might have been.*

- George Elliott





We Value Service

- Aggressively friendly
- Prompt with follow-up
- Consistent
- Effective and efficient
- Intuitive
- Caring and concerned
- Giving more than expected
- Empowered
- Communicate with customer
- Exceed expectations

I never had a policy; I have just tried to do my very best each and every day.

- Abraham Lincoln



We Value People

- Customers
- Employee family
- Teamwork
- Diversity, inclusiveness
- New ideas
- Keeping an open mind
- Excellence
- Professionalism
- Initiative
- Respect
- Pride in our work

Ask to be changed in ways you have yet to imagine.

- Unknown



GRAND PRAIRIE

We Value Integrity

- Do the right thing, at the right time for the right reasons
- Be honest, fair, impartial
- Avoid conflict of interest
- Honor commitments
- Be dependable
- Treat all with dignity, tolerance and understanding
- Keep the public trust

If you have integrity, nothing else matters. If you don't have integrity, nothing else matters.

- Alan Simpson



Why We're Here:

We're here to provide the highest and best service to our residents, businesses and visitors. Our work improves quality of life, connects community, builds pride and makes Grand Prairie more desirable as a safe place to live, work and play.

Laugh every day. It is like inner jogging.

- Unknown



**Our Business
is Service**

**Our Job
is What We are
Hired to Do**

A customer is the most important visitor on our premises, he is not dependent on us. We are dependent on him. He is not an interruption in our work. He is the purpose of it. He is not an outsider in our business. He is part of it. We are not doing him a favor by serving him. He is doing us a favor by giving us an opportunity to serve him.

- Mahatma Gandhi



How We Create Raving Fans

By delivering world class service
in big and small ways.

*Here is a simple but powerful rule: always give people
more than what they expect to get.*

- Nelson Boswell

How We Create Raving Fans

Every contact with a customer is a chance to make a Raving Fan.

- Be aggressively friendly.
- Be intuitive.
- Be professional.
- Be caring.
- Be innovative.
- Be detailed.
- Be timely.
- Be consistent.
- Be empowered.
- Enjoy your work.

To find joy in work is to discover the fountain of youth.

- Pearl S. Buck



Be Aggressively Friendly

- Deliver with a great attitude.
- Always give people more than they expect to get.
- Go out of your way to have positive contact with our customers.

Be kind to all creatures and this world will be a happier place.

- CA Morley



Prairie Paws found me a forever home!



Be Intuitive

- Hear what is not being asked.
- Deliver the service and information our customers need to know and not just what they ask.

Get closer than ever to your customers. So close that you tell them what they need well before they realize it themselves.

- Steve Jobs

Grand Prairie libraries offer fun and educational programs for all ages.

Be Professional

- Be knowledgeable.
- Create confidence.
- Learn every day.
- Be respectful.
- Be honest.

*The more I learn, the more I realize
I don't know.*

- Albert Einstein





Be Caring

- Treat others as you would like to be treated.
- Be personal, supportive, respectful, kind, honest.
- Connect.
- Customers are people, not numbers. They have feelings just like you. Their issue is extremely important to them.

No act of kindness, no matter how small, is ever wasted.

- Aesop

Be Innovative

- Be open to new ideas.
- Be creative.
- Think outside the box.
- Look for ways to make us better.

It is kind of fun to do the impossible.

- Walt Disney



Be Detailed

- It is not one big thing that makes a world class organization; it is a thousand little things.
- See what we do, our policies, our grounds and buildings, our signage from a customer's perspective and make changes.
- Be accurate, precise.



*In a major matter,
no details are small.*

- Paul De Gondi

Be Timely



- Prompt action impresses.
Even if it is just a return call to say, “I don’t know, but I’ll find out and call you back.”
- Do things when you say you will.

*Nothing is as far away
as one minute ago.*

- Jim Bishop



Be Consistent

People count on you
to do the job right.
Every time.

*The difference between success and failure
is doing a thing nearly right
and doing a thing exactly right.*

- Edward Simmons



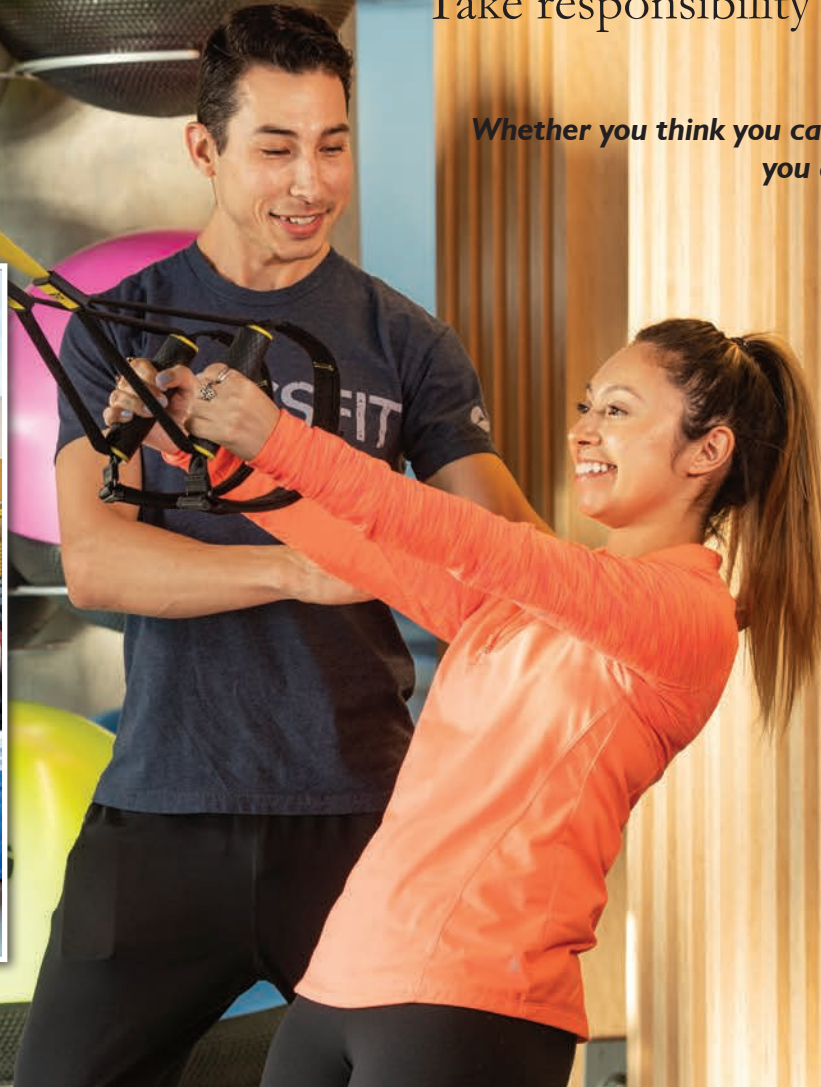
Be Empowered

Take responsibility and initiative.

*Whether you think you can or think you can't,
you are right either way.*

- Henry Ford

Take charge of your health at the Epic Arts, Fitness and Recreation Center





Enjoy Your Work

- Of all the things we wear, our personality is the most important.
- Have fun. Celebrate.
- Find what you do rewarding.



Libraries Educate. Everyone.

To make a great dream come true, first you must have a great dream.

- Hans Selye

Deliver service that makes people say

“Wow!”

Great customer service creates experiences people remember.




Manage the Experience

- We are responsible for our customers' and employees' experiences as they interact with the organization.
- Damage recovery. Even great organizations make mistakes. How we recover from a mistake is the most important aspect of the experience. Make it right.
- We control every aspect of the experience from personal contact to the impression we leave behind, from the way the customer is handled to the tangible aspects of our facilities.
- If we pay attention to the details and always think "how can we make the experience better," we can make Raving Fans.

I wondered why somebody didn't do something, then I realized somebody was me.

-Unknown



A photograph of two young girls playing outdoors. The girl on the left is wearing a pink shirt and has a large pink bow in her hair. The girl on the right is wearing a teal shirt and has a pink flower in her hair. They are both smiling and looking towards the camera. Several colorful bubbles are floating in the air around them. The background is a soft-focus green field.

We don't remember the days,
we remember the experiences!

Whatever the mind can conceive, it can achieve.

-W. Clement Stone

World Class Wisdom

*Everyone deserves a high quality of life,
clean and safe neighborhood.*
- Steve Dye, City Manager

Written by Tom Hart and Amy Sprinkles

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city employees

Design by Amy Sprinkles

The term Raving Fans is from the book
“Raving Fans”
by Ken Blanchard

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