

# Leading from the Top

## The Service Leadership Workshop™

The UP! Your Service College **Service Leadership Workshop** is a **highly interactive event**, proven successful in a wide range of organizations, industries and cultures around the world.

In this workshop, members of your top team will build alignment with each other, **embrace a common service vision**, and commit to take action as **role models for superior service**.

### Who Should Attend

These workshops should be attended by your entire senior leadership and executive teams, including heads of all departments and functional areas.

## Workshop Objectives

The Service Leadership Workshop is conducted to achieve the following essential objectives:

- 1 Explore and **articulate your service vision**. Choose appropriate language to communicate effectively with all service providers throughout your organization.
- 2 **Create alignment** among all members of the leadership team. Engage everyone in the process of discussing, debating and ultimately agreeing on the need for a superior service culture.
- 3 Identify and quantify the **benefits of a superior service culture** in terms of customer experience, competitive positioning, talent development and business results.
- 4 Understand the fundamental principles and key learning points in UP Your Service! College courses.
- 5 Discover how a **common service language** will help you and your team communicate more effectively with each other, and with other departments.
- 6 **Learn best practices** for building a superior service culture from leading organizations in your industry and others around the world.
- 7 Evaluate your current culture building activities in twelve essential categories. **Identify areas for improvement** to increase effectiveness in each category.
- 8 **Establish responsibilities and set priorities for action** to increase staff engagement and build a stronger service culture.
- 9 **Commit to becoming a service role model** in your organization, reinforcing superior service skills, attitudes and motivation through your behavior every day.

## Key Benefits

Discover fundamental service principles to raise service levels and improve customer experience at every point of contact.

Take away proven strategies, best practices, guidelines and techniques to build and reinforce a superior service culture in 12 essential areas.

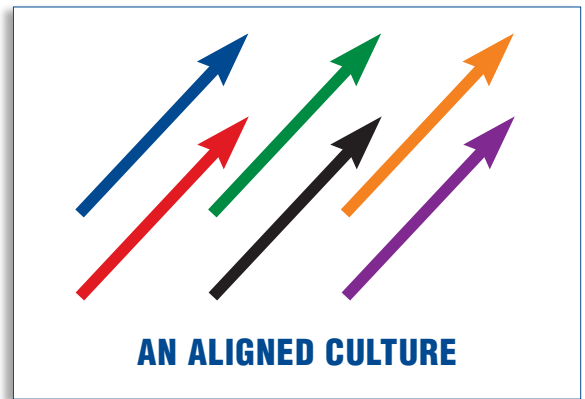
Align the culture building activities currently in use throughout your organization.

Identify opportunities for new culture building initiatives, upgrades and improvements.

Prioritize activities and develop practical action plans for best results.



OR



## Flexible Workshop Delivery

Schedule shown for a **one-day workshop** featuring:

- an introduction to the courses in UP Your Service! College
- twelve Service Culture Building Blocks: review and evaluation
- team and individual action planning

**Two-day workshops** enable deeper understanding of essential service principles, better opportunity for team alignment, and more time to plan culture building action steps.

## Workshop Topics and Agenda

### Session One

#### Superior Service Cultures

- Benefits for your customers
- Benefits for your staff
- Benefits for your business

#### Confused vs Aligned

- History vs the Future
- Costs and consequences
- Building synergy for results

#### UP Your Service! College Courses

- Achieving Superior Service™
- Building Service Partnerships™
- Increasing Customer Loyalty™

### Session Two

#### 1 Clear Service Vision

Articulate, discuss and embrace an engaging service philosophy

#### 2 Service Recruitment

Attract, develop and retain the right service talent

#### 3 New Staff Orientation

Make a powerful first impression for new service team members

#### 4 Service Communications

Reinforce service commitment with meetings, media, rituals and traditions

### Session Three

#### 5 World Class Service Education

- Fundamental service principles
- Key learning points
- Application on the job
- Closing the loop with actions

#### 6 Service Rewards and Recognition

Motivate the right service behaviors

#### 7 Voice of the Customer

Capture the value in complaints, compliments and suggestions

#### 8 Service Measures and Metrics

Track satisfaction, loyalty and service performance

### Session Four

#### 9 Service Process Improvement

Apply proven strategies to upgrade external and internal service

#### 10 Service Recovery and Guarantees

Handle difficult situations, turning service mistakes into opportunities

#### 11 Service Benchmarking

Learn from global best practices inside and outside your industry

#### 12 Service Role Modeling

Inspire staff with personal behavior

**UP! Your Service** enables organizations to quickly upgrade service performance and secure a sustainable advantage by building an uplifting service culture.

The UP! Your Service methodology aligns, integrates and accelerates your activity in three essential areas: Service Leadership, Service Education, and The 12 Building Blocks of Service Culture. This proven approach leads to an action-oriented culture empowering everyone to delight customers and colleagues with consistently uplifting service.

UP! Your Service was founded by Ron Kaufman, one of the world's most sought-after educators, consultants, and thought-leaders in the world of superior service. Ron is a regular columnist at *Bloomberg BusinessWeek*. He is the author of 14 books on service, business and inspiration and has been featured in *The Wall Street Journal*, *The New York Times*, and *USA Today*.

With offices in Singapore and the USA, UP! Your Service works with a diverse clientele of businesses, associations and government agencies throughout the world.

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