

Executive Level Service Improvement Training Agenda

DAY 1

8:00am-8:30am	Arrival/breakfast
8:30am-8:45am	CEO kickoff <ul style="list-style-type: none">• The role of the service improvement effort in the overall company strategy.
8:45am-10:15am	Components of a service-driven culture/language of service <ul style="list-style-type: none">• The customer service model:<ul style="list-style-type: none">- Lens of the customer.- Everything speaks.- Create a Wow.- Processes.
10:15am-10:30am	Break
10:30am-10:45am	Introduction of the nine leadership actions
10:45am-12noon	Leadership Action 1 – The Service Improvement Team <ul style="list-style-type: none">• Introduce members of the Service Improvement Team.• Purpose of the Service Improvement Team.• Executive expectations of the Service Improvement Team.• Service Improvement Team expectations of executives.
12noon-1:00pm	Lunch
1:00pm-2:30pm	Leadership Action 2 – Service Improvement Core Tools <ul style="list-style-type: none">• Overview of the Service Philosophy and Service Standards.• How the Service Philosophy and Service Standards were developed.• Service Mapping.• Everything Speaks Checklist.• Examples/Questions.• Application.
2:30pm-2:45pm	Break

DAY 1 (CONTINUED)

2:45pm-3:30pm

Leadership Action 3 – Communication

- Overview of service improvement communication strategy.
- Stages of understanding.
- Executive role in initial and ongoing awareness.

3:30pm-4:15pm

Leadership Action 4 – Training and Education

- Introduction of the overall service improvement training plan.
- Registration process.
- Pre-training expectations. (what trainees should know before attending)
- High-level overview of manager and frontline training sessions.
- Review changes to new-hire orientation.
- Executive role in training support.

4:15pm-4:30pm

Wrap Day I

DAY II

8:00am-8:30am

Breakfast

8:30am-9:00am

Review of Day I/Q&A

9:00am-10:00am

Leadership Action 5 – Interviewing and Selection

- Selecting for talent.
- Modeling service excellence in the interview process.
- Executive role in Interview and Selection process.
 - Staffing with A-players.

10:00am-10:15am

Break

10:15am-11:00am

Leadership Action 6 – Measurement

- Overview of baseline Measurement plan.
- Potential day-to-day service Measurements.
- Executive role in Measurement process.

DAY II (CONTINUED)

11:00am-12noon	Leadership Action 7 – Recognition <ul style="list-style-type: none">• The role of Recognition in service improvement.• Current Recognition tools in place/needed adjustments.• Executive role in Recognition.
12noon-1:00pm	Lunch
1:00pm-1:45pm	Leadership Action 8 – Service Obstacle System <ul style="list-style-type: none">• Discussion of potential barriers to service improvement.• Overview of the service improvement process.• Executive role in service improvement.
1:45pm-2:30pm	Leadership Action 9 – Management Accountability <ul style="list-style-type: none">• Importance of "walking the talk."• Overview of Management Accountability processes.• Executive role in Management Accountability.
2:30pm-3:00pm	Break
3:00pm-4:30pm	Executive To Dos <ul style="list-style-type: none">• Expectations for executive team.<ul style="list-style-type: none">- Ensure that all managers and frontline employees attend the service improvement training.- Prepare your managers for attendance in the upcoming manager workshops.- Begin using the service improvement tools, i.e. the Service Map, Everything Speaks Checklist, in your own areas.- Begin all meetings with service-related issues.- Begin recognizing excellent service behaviors as soon as you see them.- Identify potential areas for service improvement within your area of responsibility.- Walk the customer service talk. Be a role model.- Catch people doing things right.
4:30pm	CEO wrap-up