

The Service Leadership Workshop™

Build an Uplifting Service culture for
sustainable competitive advantage

Ron Kaufman

New York Times bestselling author

UPLIFTING SERVICE

*The Proven Path Delighting Your Customers,
Colleagues, and Everyone Else You Meet*

*A senior level workshop
with Ron Kaufman to align
your team and commit
for immediate action!*

Learn more at
UpYourService.com/LeadershipEvents

**New Best
Practices
you can
apply!**



“Insightful and produces actionable next steps.
This is highly recommended.”

Executive Director

“A world-class workshop.
Clear, sharp and effective.”

Chief Executive Officer

“Great service comes from a great culture.
I think beyond customer-facing departments now.”

Director, Customer Experience

“We plan for the top team in each country
to attend this workshop.”

Vice President, Learning and Development

Leading from the Top

The Service Leadership Workshop™

Many CEOs and senior leaders have risen to the top as experts in their industries or as specialists in technical competencies – not as experts in building a strong and sustaining service culture. This often results in initiatives to improve service being considered a frontline or a training issue. This is a fundamental mistake.

Building a service culture is a strategic, long-term initiative that requires sustained focus and commitment. The power of senior leadership to set the vision, focus the entire organization, remove roadblocks, and role model desired behavior, cannot be delegated to others.

In this highly interactive workshop, your senior leadership team will build alignment with each other, evaluate your existing service culture and learn proven strategies and best practices in these essential areas:

- The Rules of Service Leadership
- World Class Service Education
- Common Service Language
- Engaging Service Vision
- Service Staff Recruitment
- New Staff Orientation
- Service Communications
- Service Recognition and Rewards
- Voice of the Customer
- Service Measures and Metrics
- Service Improvement Process
- Service Recovery and Guarantees
- Service Benchmarking
- Service Role Modeling
- The Implementation Roadmap

“The Service Leadership Workshop helped us secure alignment and leadership commitment for building a superior service culture. The UP! Your Service methodology is robust, engaging and action oriented. It enables us to effectively translate customer expectations and improve perceptions across cultures, countries, and businesses.”

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Uplifting Service Culture

An Uplifting Service culture requires inspired leaders, committed managers, dedicated supervisors, and motivated frontline staff.

Here are the keypoints for you and your top team in this engaging one-day workshop:

Engaging service vision. Choose appropriate language to articulate your vision. How to communicate your vision effectively with all service providers throughout your organization.

Create alignment among all members of your leadership team. Engage everyone in the process of discussing and ultimately agreeing on the need for a superior service culture.

Benefits of Uplifting Service culture. Identify and quantify benefits in terms of customer experience, competitive positioning, talent development and business results.

Fundamental principles and key learning points. Understand how UP! Your Service teaches these essentials to everyone in your organization.

A common service language. Discover how this helps you and your team communicate more effectively with each other, and with other departments.

Learn best practices for building a superior service culture from leading organizations in your industry and others around the world.

Identify areas for improvement. Evaluate your current culture building activities in twelve essential categories and identify improvements.

Establish responsibilities and set priorities for action to increase staff engagement and build a stronger service culture.

Become a service role model in your organization. Commit to reinforcing superior service skills, attitudes and motivation through your behavior every day.

Build an Uplifting Service culture today. Enjoy a sustainable competitive advantage.

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Key Learning Benefits

- **Discover** the 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 an Uplifting 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.

The New York Times

BESTSELLER

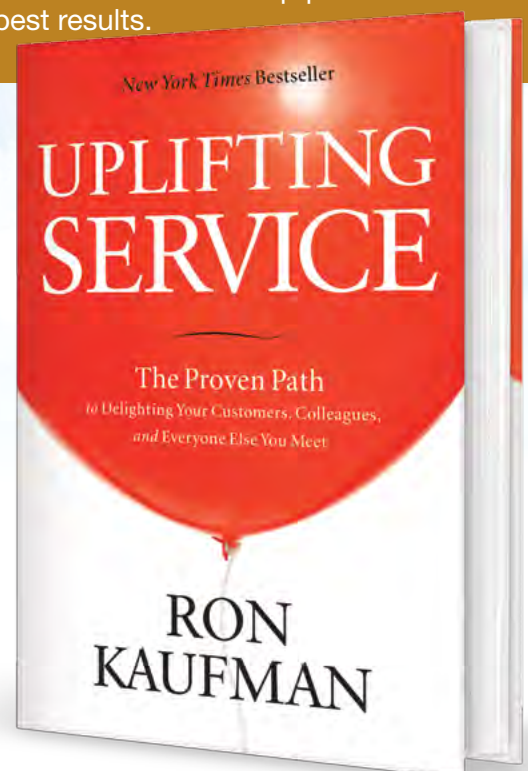
Ron Kaufman is one of the world's most sought-after educators, consultants, and thought-leaders in achieving superior service and Uplifting Service cultures.

Ron understands the only reliable way for a company to achieve and maintain its competitive edge is to create a culture that empowers every employee to delight customers and colleagues with Uplifting Service.

Ron delivers powerful insights and global best practices enabling organizations to gain a sustainable advantage through service.

Ron is the author of the *New York Times* bestseller *Uplifting Service* and 15 other books on service, business and inspiration. He is rated one of the world's "Top 25 Who's Hot" speakers by *Speaker Magazine*.

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UP! Your Service enables leaders and organizations to quickly and dramatically upgrade service performance and secure sustainable advantage by building an Uplifting Service culture.

The **UP! Your Service** methodology integrates Service Leadership, Actionable Service Education, The 12 Building Blocks of Service Culture and an Implementation Roadmap that is easily customized to suit the unique needs of your organization.

UP! Your Service clients use this proven approach to build a culture that empowers team members in all departments to delight their customers and colleagues with truly Uplifting Service.

UP! Your Service was founded by Ron Kaufman.

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A small red square containing the white initials 'RK' in a serif font.

RON KAUFMAN

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- Author of *Uplifting Service* and 15 other books on service, business and inspiration.
- Rated one of the world's "Top 25 Who's Hot" speakers by *Speaker Magazine*.
- Powerful insights from working with clients all over the world in every major industry for more than twenty years.
- Inspiration to leaders, managers and service providers in his high-energy speeches and workshops.

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Who should attend This highly interactive workshop enables your top management team to embrace a common service vision, review the culture building activities in your organization, identify opportunities for improvement and prioritize action plans. Put your top team through this workshop and learn how to build an Uplifting Service culture for sustainable competitive advantage.

Look who is learning with Ron! 3M, Accenture, Agilent, American Express, Asia Pacific Breweries, AXA, Canon, Cap Gemini, Cathay Pacific, Cisco, Citibank, Changi Airport, Dell, DHL, Dubai Internet and Media Cities, Emirates Airline, Federal Express, Giordano, many Government Agencies, Hertz, Hewlett-Packard, Hilton, Hyatt, IBM, Johnson & Johnson, Jollibee, Li & Fung, Lucent, Maersk, Malaysian Airlines, Manulife, Mastercard, Merck, Merrill Lynch, MDRT, Metro, Microsoft, Mobil Oil, Monsanto, Motorola, Nokia, Panasonic, Pepsico, Prudential, Raffles Hotel, Reuters, Seagate, Seagrams, Shell, Sheraton, Siemens, Singapore Airlines, Singapore Tourism Board, SONY, Standard Chartered Bank, Texas Instruments, TNT Express, United Parcel Service, VISA, YPO, Zuellig Pharma ... and many more.

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