

I BELIEVE SERVICE

is the ultimate competitive
and sustainable advantage.



Leadership Keynote

Leading the Service-Focused Culture: Creating Superior Service from the C-Suite

Speech Description

A superior service culture does not happen by accident but instead requires committed managers willing to walk their talk – and motivated staff inspired to deliver on-the-spot service daily. But beyond this, the driving force of a service-focused culture is a group of inspired leaders who are convinced of, and committed to, the long-term value of Uplifting Service.

Leading The Service-Focused Culture facilitates your senior leadership team in building the alignment needed to embrace a common service vision – and then take the actions required to make that vision a reality.

In this hands-on session, participants review the culture-building activities currently in use in the organization; identify opportunities for new service initiatives; learn best practices for becoming a service-focused culture and commit to taking action to align and strengthen the service focus.

Key Learning Points

- Best practices for engaging everyone from the top down in a continuous cascade of positive actions for Uplifting Service culture.
- Quantifying benefits of a service culture in terms of customer experience, competitive positioning, talent development and business results.
- Choosing compelling language to create an engaging service vision.
- Communicating the vision effectively with all service providers.
- Creating the alignment and service commitment to help cross functional teams communicate more effectively with each other and within their own departments.