

# Develop In-House Expertise Internal Course Leader Certification Program™

The UP Your Service! College **Course Leader Certification Program** is an engaging and **intensive three-day program** conducted by a Master Trainer. During this program, selected individuals from your organization are **trained and certified to conduct College courses** with consistently outstanding results.

## Who Should Attend

This program should be attended by individuals who are passionate about service and committed to helping you build your superior service culture.

## Program Objectives

Participants in the Course Leader Certification Program learn how to consistently and effectively:

- 1 Conduct UP Your Service! College courses with **Course Video Sets** and the **Course Leader's Guide**
- 2 Present **useful and relevant examples** for all course participants, including current issues facing your industry and your organization
- 3 Facilitate **enthusiastic discussions** and **full participation** using the activities, exercises, quizzes, articles, puzzles and feedback pages in the Service Champion's Guides
- 4 Help your team members **apply the service principles** and key learning points in each course to the internal and external service they provide
- 5 Help your staff identify specific and **practical action steps** for immediate implementation

## Course Leaders

Your Certified Course Leaders should include members of your organization who are:

- 1 **Passionate about quality service**, demonstrating a keen interest in continuous service improvement for customers and colleagues
- 2 Genuine **role models for uplifting service**, team members who 'walk the talk' with their own behavior and exemplify the service commitment you want everyone to share
- 3 Experienced and **understand your existing service culture**, including strengths to be developed and areas that must be improved
- 4 Committed to making your service culture stronger by conducting College courses for their colleagues and **supporting service culture building activities** throughout the organization

## Key Benefits

Internal Certified Course Leaders provide many benefits for your organization, including:

- 1 **Valuable savings** as they provide world-class service education for your team without hiring outside trainers
- 2 **Operational flexibility** so you can conduct Colleges courses whenever and wherever it is most convenient for you, including for small groups of new staff
- 3 **Timely customization** of course exercises, including insights from latest survey results and up-to-date examples of customer compliments and complaints
- 4 **In-house service expertise** to answer questions, lead projects, inspire team members and motivate everyone to step UP for superior service
- 5 **Career development** opportunities for the staff you select to become your Certified Course Leaders, providing an attractive means to develop and retain your best service providers



The Course Leader Certification Program for Course 100: *Achieving Superior Service™* conducted in Singapore



The Course Leader Certification Program for Course 200: *Building Service Partnerships™* conducted in Dubai

**Your Certified Course Leaders may include** members of your learning and development team, as well as others who are or want to become **role models for superior service.**

You may also enroll your **middle managers and supervisors** to ensure they are completely familiar with the course contents, and fully committed to employing the powerful service language and action steps taught in UP Your Service! College courses.



**UP Your Service! College** works with leading organizations to build superior service cultures for sustainable competitive advantage.

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## Course Leader Certification Program: Topics and Agenda

Program schedule shown for *Course 100: Achieving Superior Service™*. Similar schedules apply for *Course 200: Building Service Partnerships™* and *Course 300: Increasing Customer Loyalty™*.

### Day One

#### Becoming a Certified Course Leader

Your role in building a superior service culture

#### Experience Program 101: Stepping UP!™

#### Customizing Program 101: Stepping UP!

Sharing Ideas and Applications  
Conducting Course Exercises

#### Practicing Delivery of Program Exercises

### Day Two

#### Experience Program 102: Perception Points™

#### Customizing Program 102: Perception Points

Sharing Ideas and Applications  
Conducting Course Exercises

#### Experience Program 103: The Big Picture™

#### Customizing Program 103: The Big Picture

Sharing Ideas and Applications  
Conducting Course Exercises

### Day Three

#### Experience Program 104: Uplifting Service Champions™

#### Customizing Program 104: Uplifting Service Champions

Sharing Ideas and Applications  
Conducting Course Exercises

#### Building A Superior Service Culture

Service Culture Building Activities

#### Planning Course Logistics

#### Course Leader Action Plans

#### Graduation Ceremony

**UP Your Service! College** courses and culture building programs improve service performance, upgrade service skills and uplift the spirit of service throughout the organization.

Powerful College courses feature fundamental service principles, key learning points, practical action steps and a common service language suitable for all levels and departments.

UP Your Service! College was founded by Ron Kaufman, the world's leading educator and

motivator for uplifting customer service and author of the best selling UP Your Service! books.

UP Your Service! College serves a global clientele of corporations, government agencies and enterprises in a wide range of industries.

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