

# The Service Leadership Workshop<sup>TM</sup>

Build a superior service culture for  
sustainable competitive advantage

**New Best  
Practices  
you can  
apply!**

**Ron Kaufman**  
Author and Founder  
UP Your Service! College



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

“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™

In this highly interactive workshop, members of your senior leadership and management team will build alignment with each other, embrace a common service vision and commit to take strong action as role models for superior service.

You will review the culture building activities currently in use in your organization, identify opportunities for new initiatives, upgrades and improvements, prioritize activities and develop action plans for best results.

During the workshop, you will also learn proven strategies, best practices, case studies and techniques to build and reinforce a superior service culture in these 12 essential areas:

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

“Our Senior Management is very impressed with the quality and outstanding delivery of the Service Leadership Workshop. It gave us practical tools and was far more informative and applicable than a theoretical customer service course. Thank you for meeting our objectives, and for your enthusiasm and knowledge.”

**DUBAI MUNICIPALITY**

## How to Build a Superior Service Culture

Building a superior service culture requires inspired leaders, committed managers and motivated 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 superior 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! College 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 a superior service culture today. Enjoy a sustainable competitive advantage tomorrow.**



## 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 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.

**Ron Kaufman is an internationally acclaimed educator and motivator for superior customer service and uplifting service culture.**

He is the author of the bestselling book series “UP Your Service!” and “Lift Me UP!” and is the founder of “UP Your Service! College”.

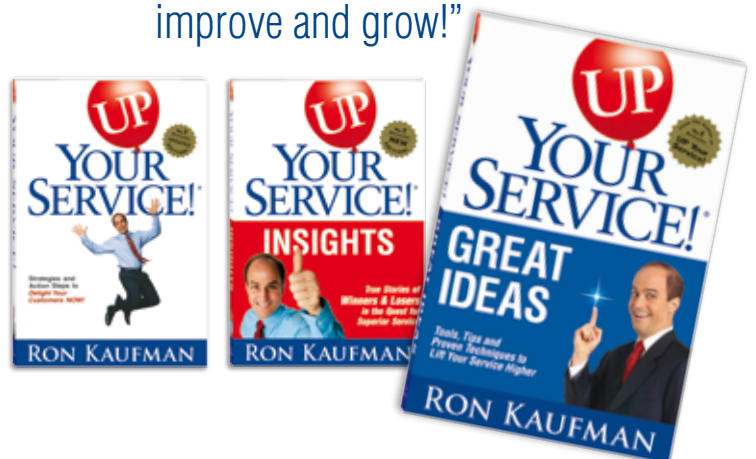
Ron works with committed organizations around the world, helping them to achieve superior service, increase customer loyalty, build strong service partnerships and create winning service cultures.

Ron’s articles, video and audio segments are available at [RonKaufman.com](http://RonKaufman.com) and [UpYourService.com](http://UpYourService.com)

Millions have been educated and motivated by Ron’s high energy speeches and interactive workshops. Ron’s many repeat clients include government agencies, multi-national corporations and

industry associations in financial, professional and medical services, high technology, manufacturing, retailing, hospitality, tourism and transportation.

Ron Kaufman’s mission – and passion – is  
“Inspiring people to learn,  
improve and grow!”



**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 a superior 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.



Building Superior  
Service Cultures

UP Your Service! College helps organizations achieve superior service, increase customer loyalty and build strong service partnerships.

**UP Your Service! College** provides world class service education that is easily customized and proven effective across diverse industries, languages and cultures.

College courses are quickly deployed for managers and staff at all levels using video-based courseware and in-house Certified Course Leaders.

**UP Your Service! College** combines service education with culture building support in twelve essential areas, providing effective tools, techniques and best practice case studies.

This integrated approach engages employees throughout the organization to build a superior service culture for sustainable competitive advantage.

**UP Your Service! College** was founded by Ron Kaufman, the world's leading educator and motivator for uplifting customer service and superior service culture. Ron is the author of the bestselling "UP Your Service!" and "Lift Me UP!" book series.

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