

Given the sequential nature of these modules, it is possible for an individual to take one or both of these offerings during the Institute. To bring the most impact back to your organization, participation in both modules is strongly recommended.

Module 2

Advanced Service Leadership

Fall 2017: 1:00 p.m. Wednesday, 13 Sept. 2017 – 12:00 noon Friday, 15 Sept. 2017

For individuals with considerable understanding of service excellence, the Advanced Service Leadership Module provides a deeper, more strategic approach to identify what's NEXT for your organization's service frontier – and how to chart a course to get there.

Cutting-edge strategies associated with advanced service leadership will be explored in this module, to expand the skillset of individuals who are charged with leading in highly dynamic, competitive service contexts.

At the conclusion of this learning experience, each attendee will receive a **Certificate in Advanced Service Leadership**

Participants in Module 1, as well as participants in past Strategic Leadership Institutes: Module 2 provides entirely new and different material.

Themes	Presentations
Unleashing Service Growth	Business Model Innovation/Disruption and Growth Innovation in Service-Centric Firms
Getting Closer to the Customer	Leveraging the Digital Transformation of Service Encouraging Deep Customer Engagement
Capturing More Value from Service	Revisiting the Value/Cost Equation: Strategies for Combining Outstanding Service Quality and Low Costs/Productivity Capturing MORE Value from Services: Unleashing the Profit Potential of Services
Leading the Service Organization	Leading Under Uncertainty Creating and Managing a Service-Centric Culture Change Management for Service Organizations

“The program content was relevant and presented in a way that made you think about how they could apply in your organization. I absolutely loved the practical applications of the case studies and the facilitation style!”

Julie Anderson, Denver Water

