



**Center for Services Leadership
Strategic Service Institute
March 5-9, 2018**

wpcarey.asu.edu/institute

ASU W. P. CAREY
SCHOOL of BUSINESS

ARIZONA STATE UNIVERSITY

The Center for Services Leadership



Center for Services Leadership

Our vision

To be the premier self-sustaining and cross-disciplinary university center devoted to what is now, next and after-next in service research and education.

Our purpose

To make a positive difference in how the world is served.

Our overall approach

Bringing the science of service to life by connecting academic, industry, and societal leaders, in community, to discover and unleash the power of service(s).



Who We Are

The Center for Services Leadership is a groundbreaking research center within the W. P. Carey School of Business at Arizona State University that concentrates on expanding service innovation by combining the latest scientific insights from the academic world with the best of business strategy in the real world.

The CSL was created in 1985 as a response to the unique set of challenges that companies faced. While others were focusing on products and manufacturing enterprises, the CSL pioneered the study of service. Today, the Center is globally recognized authority and thought leader in the science of competing strategically through the profitable use of service.

Core Strategies

- To conduct and support relevant, meaningful, and rigorous research to advance the science of service across disciplines.
- To provide access to knowledge and knowledge transfer related to the science of service for professionals and students (UG, Masters and PhD).
- To connect and facilitate productive relationships among academic, industry and societal leaders to advance the theory and practice of service.
- To secure current self-sustaining financial model and continue to contribute financially to WPC and ASU.

Key Activities and Partnerships

- Student Education
- Problem-Focused Research
- Executive and Professional Development
- Corporate Membership

For More Information

Please visit <http://wpcarey.asu.edu/csl>

Our values: **Excellence, Integrity, Impact, Community**

Strategic Service Institute Overview

The CSL is Revolutionizing Service Education with the New Program for Service Management and Advanced Service Leadership

Course Description:

The Center for Services Leadership is excited to announce a new format to the Service Leadership Institute that will continue a tradition of providing the core tools necessary to excel in a service management and master the challenges service leaders face today.

The Strategic Service Institute (SSI) will take place over the course of five days (two and a half days each) and will consist of two distinct modules. Both of these distinct modules involve a rigorous examination of operational frameworks; pragmatic steps to achieve implementation and a strong interactive context where participants are encouraged to bring their specific challenges, share current issues, and develop action plans to equip you and your team lead and transform your organization. There is a certificate awarded at the end of each module. Each module is offered individually. *Attendees can register and attend one module, or both over the course of the five days.*

■ Module 1: Service Management (SM) - Certificate in Service Management

■ Module 2: Advanced Service Leadership (ASL) - Certificate in Service Leadership

Monday	Tuesday	Wednesday	Thursday	Friday
	Designing the Service Experience	Listening and Responding to the Customer	Getting Closer to the Customer	Leading the Service Organization
Understanding How to Excel at Service	Delivering the Service Experience	Unleashing Service Growth	Capturing More Value from Service	

NOTE: Each module commences at 1:00 pm and concludes at 12:00 noon to allow time for travel.

Strategic Service Institute March 5-9, 2017
McCord Hall, W. P. Carey School of Business
Arizona State University

Module 1: Service Management (SM)

March 5-7, 2018

1:00 p.m. March 5 —12:00 p.m. March 7

Monday:

Understanding How to Excel at Service

Tuesday:

Designing the Service Experience

Delivering the Service Experience

Wednesday:

Listening and Responding to the Customer

Registration and classroom opens at 12:30 p.m. Program includes: All course materials and content, faculty led pre-program webinar, course certificate, parking, refreshments at breaks, a networking lunch and receptions.

Module 2: Advanced Service Leadership (ASL)

March 7-9, 2018

1:00 p.m. March 7 —12:00 p.m. March 9

Wednesday:

Unleashing Service Growth

Thursday:

Getting Closer to the Customer

Capturing More Value from Service

Friday:

Leading the Service Organization

Registration and classroom opens at 12:30 p.m. Program includes: All course materials and content, faculty led pre-program webinar, course certificate, parking, refreshments at breaks, a networking lunch and receptions.

Strategic Service Institute Module Description

Module 1: Service Management (SM)

COURSE DESCRIPTION: The **Service Management** course is targeted toward managers involved in service delivery, but with limited formal training in service design and delivery, or for those wanting to refresh themselves in the core components of service design and delivery. Participants invest in and co-create their own learning experience by bringing a specific service challenge that they want addressed. Through examining their own particular challenges along with applying the knowledge acquired during the course of the program, participants will come away equipped with the essential toolbox for service management. The material covered **provides participants a solid command of the key levers associated with service excellence.** Moreover, this material provides a foundation for the Advanced Service Leadership component.

Key topics covered include:

- **Understanding How to Excel at Service**
 - Excelling at Service by Closing the Gaps
- **Designing the Service Experience**
 - Blueprinting the Service Experience
- **Delivering the Service Experience**
 - Delivering Service Excellence through People and Technology
 - Implementing Best Practices in Service Recovery
- **Listening and Responding to the Customer**
 - Hearing the Voice of the Customer
 - Measuring and Managing Service from the Customer's Point of View

These key topics will be taught in a highly interactive classroom setting by the top minds in service science from academia as well as business practitioners. At the conclusion of this learning experience each attendee will receive a **Certificate in Service Management.**

Strategic Service Institute Module Description

Module 2: Advanced Service Leadership (ASL)

MODULE DESCRIPTION: The **Advanced Service Leadership (ASL)** course is targeted toward individuals with considerable familiarity with the foundations of service excellence yet desire an immersive learning experience in the cutting edge elements associated with advanced service leadership. Participants will concentrate on **advancing the skillset of individuals who are charged with leading in highly dynamic competitive contexts**. ASL participants will invest in and co-create their own learning experience by bringing a specific service challenge that they want addressed over the course of the program.

Key topics covered include:

- **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 Service: Unleashing the Profit Potential of Service (Bill It or Kill It) - Pricing Service for Profits
- **Leading the Service Organization**
 - Leading Under Uncertainty
 - Creating and Managing a Service-Centric Culture
 - Change Management for Service Organizations

These key topics will be taught in a highly interactive classroom setting by the top minds in service science from academia as well as business practitioners. At the conclusion of this learning experience each attendee will receive a **Certificate in Advanced Service Leadership**.

Strategic Service Institute—The Investment

TUITION MODULE 1* Service Management:

CSL MEMBER: \$2650.00

CSL NON-MEMBER: \$3150.00

TEAM OF 3 OR MORE: \$2475.00 *per person*

TUITION MODULE 2* Advanced Service Leadership:

CSL MEMBER: \$2975.00

CSL NON-MEMBER: \$3550.00

TEAM OF 3 OR MORE: \$2775.00 *per person*

TUITION MODULES 1 & 2* (SM AND ASL):

CSL MEMBER: \$5625.00

CSL NON-MEMBER: \$6700.00

TEAM OF 3 OR MORE: \$5250.00 *per person*

**Program tuition includes: All course materials and content, faculty led pre-program webinar, course certificate, parking, refreshments at breaks, a networking lunch and receptions with open bar and hors d'oeuvres.*

Contact Information

For questions and next steps:

Visit the Website: <http://wpcarey.asu.edu/institute>

Please contact:

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