

## *External Agenda*

### Service Management - Module 1

**Monday, September 16, 2019**

**12:30 PM** **Room Opens, Light Refreshments**  
McCord Hall 4th Floor, Room 422

**1:10 PM** **Institute Welcome, CSL Overview / Class Photo**  
Douglas Olsen, Ph.D.  
W. P. Carey School of Business

**Delivering Service Excellence and Closing the GAPS**  
**Douglas Olsen, Ph.D.**  
W. P. Carey School of Business

**Group (Teams) Breakouts**

**Creating and Managing Cross-Functional Project Plans**  
**Gwen Ortmeyer, Ph.D.**  
SSI Executive Coach - Independent Consultant

**Project Work Time**

**Debrief**

**5:20 PM** **Session Ends**

**5:30 PM-7:30 PM** **Networking Reception**  
**The Graduate**  
225 E Apache Blvd, Tempe, AZ 85281

**Tuesday, September 17, 2019**

**8:00 AM** **Room Opens, Breakfast provided**  
McCord Hall 4th Floor, Room 422

**8:30 AM** **Designing Service Excellence through People and Technology (Service Blueprinting)**  
**Amy Ostrom, Ph.D.**  
W. P. Carey School of Business

**Project Work Time**

**12:00 PM-1:00 PM** **Networking Lunch**  
McCord Hall 4th Floor, Room 450

**Agenda Continued Other Side**

## Tuesday, September 17, 2019 Continued

**What Ought to Be: Building Ideal Service Experiences**  
1:00 PM Salvador Bravo  
Cast and Hue

Project Work Time

**Building Extreme Customer Loyalty Through Extreme Employee Loyalty**  
Mary Hall  
Culturewise Consulting

Break

**Implementing Best Practices in Service Recovery**  
Kate Eaton, Ph.D.  
W. P. Carey School of Business

Project Work Time Instructions  
Gwen Ortmeyer, Ph.D.  
SSI Executive Coach - Independent Consultant

5:15 PM Session Ends

5:15 PM-6:45 PM Project Work Time - Team Rooms

## Wednesday, September 18, 2019

8:00 AM **Room Opens, Breakfast provided**  
McCord Hall 4th Floor, Room 422

**Hearing the Voice of the Customer - Analytical Issues**  
8:30 AM Thomas Hollmann, Ph.D.  
Center for Services Leadership, W. P. Carey School of Business

Project Work Time

**The Branded Service Experience**  
Nancy J. Gray, Ph.D.  
W. P. Carey School of Business

Participant Report Outs - Brief Comments on Key Action Items

Closing Remarks

12:00 PM Session Ends

## External Agenda Advanced Service Leadership - Module 2

**Wednesday, September 18, 2019**

**12:30 PM** **Room Opens**  
McCord Hall 4th Floor, Room 422

**1:00 PM** **Institute Welcome and Opening / Class Photo**  
Douglas Olsen, Ph.D.  
W. P. Carey School of Business

**Innovation in Service Centric Organizations**  
**Thomas Hollmann, Ph.D.**  
Center for Services Leadership, W. P. Carey School of Business

**Break**

**Creating Breakthrough Service (and Product) Innovation: Start With Your Customer!**  
**Gwen Ortmeyer, Ph.D.**  
Independent Consultant and SSI Executive Coach

**Break**

**Project Work Time Instructions**  
**Gwen Ortmeyer, Ph.D.**  
Independent Consultant and SSI Executive Coach

**Group Work Time**

**5:30 PM** **Session Ends**

**6:00 PM-8:30 PM** **Reception/Dinner – Rustler’s Rooste Steakhouse**  
8383 S 48th St, Phoenix, 85044

**Thursday, September 19, 2019**

**8:00 AM** **Room Opens, Breakfast provided**  
McCord Hall 4th Floor, Room 422

**8:30 AM** **What Will Happen Next?: Technology will Create More and Better Services in More Places at Better Prices....Expect New Winners and Losers**  
**R. Gary Bridge, Ph.D.**  
Snow Creek Advisors, LLC and Cisco Systems (Ret.)

**Break**

**Agenda Continued Other Side**

## Thursday, September 19, 2019 Continued

Leveraging Technology and Brand Reputation to Move from Products to Services  
Detra Montoya, Ph.D.  
W. P. Carey School of Business

11:45 AM Travel Time to Sun Devil Stadium

Box Lunch at Stadium

12:30 PM Tour of Stadium

Parking: The Ultimate Fan Experience  
1:00 PM Christopher Lee, Ph.D  
W. P. Carey School of Business

Credibility: Why Should Anyone Follow You?  
Suzanne Peterson, Ph.D.  
Thunderbird School of Global Management

Break

Resilient Leadership and Organizations  
Douglas Olsen, Ph.D  
W. P. Carey School of Business

Travel Back from Sun Devil Stadium

4:30 PM Session Ends

4:30 PM-7:00 PM Project Work Time - Team Rooms

## Friday, September 20, 2019

8:00 AM Room Opens, Breakfast provided  
McCord Hall 4th Floor, Room 422

8:30 AM Creating Engagement and Stories Your Customers Can't Help but Share  
Jordan Haugan, MBA  
Google

Break

Creating Change  
Douglas Olsen, Ph.D.  
W. P. Carey School of Business

11:30 AM-11:55 AM Participant Report Outs - Brief Comments on Key Action Items  
Closing Remarks

12:00 PM Session Ends