



2019 Strategic Service Institute



Center for Services
Leadership

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

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

1:00 PM What Ought to Be: Building Ideal Service Experiences
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

8:30 AM **Hearing the Voice of the Customer - Analytical Issues**
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 Reports Out - Brief Comments on Key Action Items
Closing Remarks

12:00 PM **Session Ends**

Module Two Continues on Back

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

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 Winners and Losers
R. Gary Bridge, Ph.D.
Snow Creek Advisors, LLC and Cisco Systems (Ret.)

Break

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 Sun Devil Stadium

12:30 PM Tour of Sun Devil Stadium

1:00 PM Parking: The Ultimate Fan Experience
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 to McCord Hall

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**