

## *External Agenda*

### Service Management - Module 1

#### Monday, February 24, 2020

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

**1:00 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

**Developing an Exceptional Service Culture**  
David Bowen, Ph.D.  
Thunderbird at Arizona State University

#### Project Work Time

#### Debrief

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

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

#### Tuesday, February 25, 2020

**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, February 25, 2020 Continued

**1:00 PM** **Creating and Managing Cross-Functional Project Plans**  
Gwen Ortmeyer, Ph.D.  
SSI Executive Coach - Independent Consultant

**Project Work Time**

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

**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

**5:00 PM** **Session Ends**

**5:00 PM-6:30 PM** **Project Work Time - Team Rooms**

## Wednesday, February 26, 2020

**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**

**TBD**  
Mahesh Subramony, Ph.D.  
Northern Illinois University College 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, February 26, 2020**

**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**

**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 – TBD**  
Tempe, 85044

**Thursday, February 27, 2020**

**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**

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

Agenda Continued Other Side

## Thursday, February 27, 2020 Continued

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

11:45 AM **Travel Time to Sun Devil Stadium**

**Box Lunch at Stadium**

12:50 PM **Tour of Stadium**

**Driving Performance and Holding People Accountable**  
Suzanne Pertson, Ph.D.  
Thunderbird School of Global Management

**Break**

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

**Closing Remarks**

4:30 PM **Travel Back from Sun Devil Stadium**

5:00 PM-7:00 PM **Project Work Time - Team Rooms**

## Friday, February 28, 2020

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

8:30 AM **Group Work Time**

**Creating Engagement and Stories Your Customers Can't Help but Share**  
9:00 AM 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**