

## *Agenda*

### Online Service Process and Innovation Sprint

#### Monday, September 26, 2022

9:00 AM-9:10 AM **Overview Introduction**  
John Dietrich, MBA  
W. P. Carey School of Business

9:10 AM-9:55 AM **Designing Service Excellence and Closing the Gaps**  
John Dietrich, MBA  
W. P. Carey School of Business

9:55 AM-10:15 AM **Networking**

10:15 AM-11:00 AM **The Customer Journey for Service Innovation**  
Lance Bettencourt, Ph.D.  
Associate Professor of Professional Practice,  
Texas Christian University

11:00 AM-11:15 AM **Closing of day**

#### Tuesday, September 27, 2022

9:00 AM-9:10 AM **Opening**

9:10 AM-9:55 AM **Designing the Service Experience with Service Blueprinting**  
Felicia Morgan, Ph.D.  
University of West Florida

9:55 AM-10:15 AM **Networking**

10:15 AM-11:00 AM **Designing the Service Experience with Service Blueprinting**  
Felicia Morgan, Ph.D.  
University of West Florida

11:00 AM-11:15 AM **Closing of day**

#### Wednesday, September 28, 2022

9:00 AM-9:10 AM **Opening**

9:10 AM-9:55 AM **Voice of the Customer**  
Sterling Bone, Ph.D.  
Jon M. Huntsman School of Business  
Utah State University

9:55 AM-10:15 AM **Networking**

Agenda Continued Other Side

**10:15 AM-11:00 AM** Thinking Differently by Design  
Clay Voorhees, Ph.D.  
University of Alabama

**11:00 AM-11:15 AM** Closing of day

### Thursday, September 29, 2022

**9:00 AM-9:10 AM** Opening

**9:10 AM-9:55 AM** Tool Box 1 - Service Triangle, Culture, Standards  
Felicia Morgan, Ph.D.  
University of West Florida

**9:55 AM-10:15 AM** Networking

**10:15 AM-11:00 AM** Tool Box 2 - Analytical  
Thomas Hollmann, Ph.D.  
Center for Services Leadership  
W. P. Carey School of Business

**11:00 AM-11:15 AM** Closing of day

### Friday, September 30, 2022

**9:00 AM-9:10 AM** Opening

**9:10 AM-9:55 AM** Change Management  
Douglas Olsen, Ph.D.  
W. P. Carey School of Business

**9:55 AM-10:15 AM** Networking

**10:15 AM-11:00 AM** Leadership in a Virtual World and Beyond  
Suzanne Peterson, Ph.D.  
Thunderbird School of Global Management

**11:00 AM-11:15 AM** Closing of day