

# Service Process and Innovation Sprint Program



**ASU** W.P. Carey  
School of Business  
Arizona State University

Center for Services  
Leadership

If you have inquiries or questions, you can email us at [alicia.holder@asu.edu](mailto:alicia.holder@asu.edu) and mention Service Sprint.  
<https://research.wpccarey.asu.edu/services-leadership/service-process-innovation-sprint-online-course/>

## Service Process & Innovation Sprint Online

An accelerated and LIVE online program to design, repair, or rebuild your customer-facing services for lasting growth



**Sept. 26 - 30, 2022 - Live Online Session**

The CSL has launched a new fully online and live interactive program to address your organization's need to adapt, renew, and upgrade your service design and innovation processes.

The program is designed to help you apply what you learn to a unique service design challenge. You will come away with an action plan for that process, as well as with new tools to apply to any service process you need to create or rethink.

The Service Process & Innovation Sprint online program will lead you and your colleagues through the necessary building blocks, quickly and effectively, to achieve those goals.

The program features:

- Expertise from top university faculty and business practitioners
- A fully LIVE and interactive program via a Zoom interface with a focus on your learning experience
- Leverage a Team - An executive coach who works closely with your team to guide you through the learning process

## Core Topics to Be Covered:

- Designing the Service Experience with Service Blueprinting
- Delivering Service Excellence and Closing the GAPS
- Service Innovation Process and Tools
- Change Management and Leadership

## Pricing Details (Team Rates are Per Person)

### CSL Member Pricing:

- \$1750 for individual
- \$1500 for team of two
- \$1250 for team of four

### Non-Member Pricing:

- \$2000 for individual
- \$1750 for team of two
- \$1500 for team of four

## Service Sprint Faculty Experts:



**Lance Bettencourt, Ph.D.**  
Neeley School of Business  
Texas Christian University



**Sterling Bone, Ph.D.**  
Jon M. Huntsman School of Business  
Utah State University



**John Dietrich, MBA**  
W. P. Carey School of Business  
Arizona State University



**Thomas Hollmann, Ph.D.**  
Center for Services Leadership  
W. P. Carey School of Business, ASU



**Felicia Morgan, Ph.D.**  
University of West Florida



**Douglas Olsen, Ph.D.**  
W. P. Carey School of Business  
Arizona State University



**Executive Coach**  
**Gwen Ortmeier, Ph.D.**  
Independent Consultant



**Suzanne Petersen, Ph.D.**  
Thunderbird School of  
Global Management  
Arizona State University



**Clay Voorhees, Ph.D.**  
Culverhouse College of Business  
University of Alabama

