

COMPETITIVELY DISTINGUISHED OFFERINGS FOR *ENERGIZING SERVICE – Internally & Externally*

SUMMARY SHEET



EXECUTIVE DEVELOPMENT

1. Service Dynamics (SD): *Developing Service Policy & Strategy*
2. Service Excellence (SE): *Gaining & Maintaining Competitive Edge*
3. Service Leadership (SL): *Building Service Leaders Integrator*
4. Service Process Dynamics (SPD): *Improving Developed Service Processes*
5. Advanced SPD (ASPD): *Enhancing a Dynamic Service System*

PARTICIPANTS	DAYS	KNOWLEDGE	SKILLS	Exp. Impact
BOD, CEO, TMT	3	Experiencing simulation impact of policy factors		Customers & Capabilities
CEO, CFL, SMS, TMT	2	Applying real-time Issues/opportunities		Customers & Company
All, starting with TMT	4	Establishing leadership imperatives for service		Enhancing Performance
CFL, OPS, SMS	4	Feedback systems	Basic skills	Knowledge measures
CFL, OPS, SMS	5	Functional modeling of dynamic service systems		Skill measures

MANAGEMENT CONSULTING

6. Developing Service Vision: *Creating our “Service GPS”*
7. Analyzing Service Processes: *Developing Dynamic Processes & Resources*
8. Building a System: *Let’s Build our own Service Dynamics System*
9. Organizing for Service: *Advancing Organizational Design for Service*
10. Testing & Rollout Planning: *Let’s Test our New System & Plan the Rollout*

INITIATORS / STAKEHOLDERS	WEEKS +/-	IDENTIFYING OPPORTUNITIES	ADDRESSING ISSUES	ROI BASICS
BOD, CEO, OPS, TMT	2	Yes, primarily	Identifying allied issues	Fact base
BOD, CEO, OPS, TMT	4	Yes, primarily	Identifying major gaps	Activity & Valuation
CFL, OPS, SMS	12	Feedback systems	Basics of a new system	System and Roadmap
CEO, CFL, OPS, SMS	8	Leapfrogging: gaining power and speed		Architectural Shifts
CFL, OPS, SMS, TMT	8	Testing prioritized parts and detailed planning		Leading-edge Insights

Executive Development programs may be suitably integrated into Management Consulting projects. Both are designed exclusively for client needs and priorities.

ACRONYM S: **BOD:** Boards of Directors. **CEO:** Chief Executive Officers. **CFL:** Customer Facing Line. **OPS:** Operations (also includes supply chains).
SM S: Sales, Marketing, & Support (*Support also includes ROM: Research & Offering Management*). **TMT:** Top Management Team.