

OVERVIEW

Ensuring a successful launch of the POWER!SERVICE™ System begins with the senior leadership team understanding and embracing the concepts that are at the core of the system. As a result, program implementation moves forward with explicit executive *involvement*, not just commitment.

Executive Alignment helps senior leadership teams understand the implications of seeing service as a strategy, not a program. This full-day workshop explores the business strategy of Service Profit Chain Leaders and critical elements that must be in place to realize a significant sustainable competitive advantage. It also aligns the executive team around their role in leading the change effort.

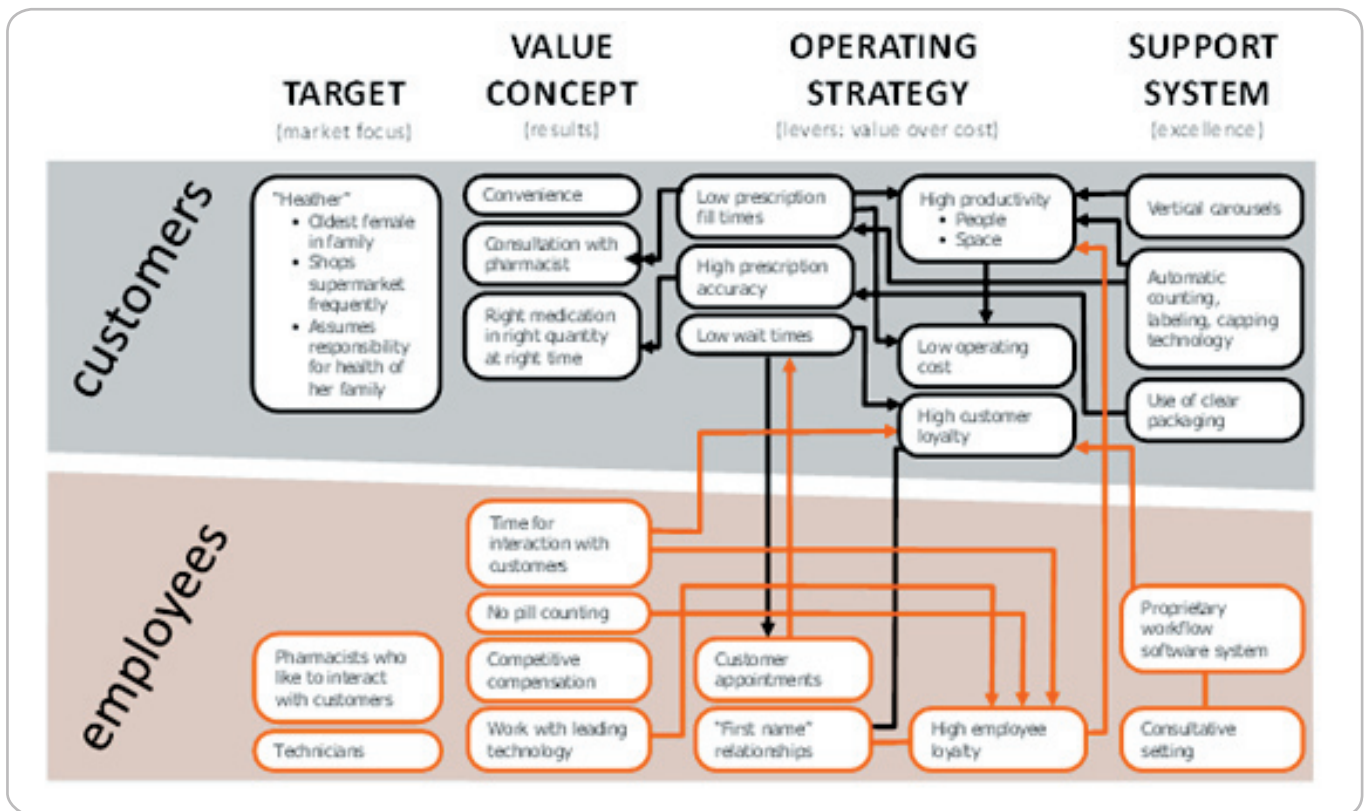
MODULE 1: CASE STUDY

The program begins by studying one of three case studies from *The Ownership Quotient*: Harrah’s Entertainment, Build-A-Bear Workshop, or Rackspace Hosting. The case study showcases an organization that has applied POWER!SERVICE™ principles and tactics to achieve extraordinary high levels of employee and customer ownership.

MODULE 2: STRATEGIC VALUE VISION

Executives apply the learning from the case study to their own organization and develop their Strategic Value Vision for both customers and employees.

STRATEGIC VALUE VISION MODEL: PRAIRIE STONE PHARMACY



MODULE 3: POWER!SERVICE™ OVERVIEW

The third module introduces the major elements of the POWER!SERVICE System including:

- Service Mission and Principles
- Take 3 Cycle of Service
- 3C's Coaching
- L.E.A.R.N. Service Recovery
- Conducting POWER Huddles
- Measuring and Improving Performance
- Recognizing and Rewarding Success
- Capturing and Sharing Best Practices

MODULE 4: LEADING SERVICE PROFIT CHANGE

The final module prepares executives in their role in leading the POWER!SERVICE™ System implementation with specific areas for their direct involvement and modeling of new leadership behaviors.

For more information, contact:

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