

About The Service Profit Chain Institute

The Service Profit Chain Institute was founded by Joe Wheeler and Professors James Heskett and W. Earl Sasser of the Harvard Business School. Our mission is to help our clients succeed by connecting the links between employees, customers and profits.

Our capabilities include:

- **Building Leadership Capability:** Client-specific solutions to align the behaviors of senior executives to support the implementation of customer-driven strategies.
- **Results Driven Consulting:** Projects focused on specific elements of the Service Profit Chain, ranging from re-design of the customer experience to implementing the entire Service Profit Chain Management System™.
- **Innovative Learning Solutions:** Training programs and management tools designed to enable managers and employees to consistently exceed customer expectations at critical Moments of Truth that drive loyalty.

Our latest book, *The Culture Cycle* by James Heskett provides new insights into the proven practices of Service Profit Chain Leaders.

Why Choose Us?

Points of Differentiation:

- Proven, results-driven approach to Service Profit Chain implementation
- Access to Thought Leaders and Senior Line Executives with relevant, practical 'Best Practice' experience
- Focused on helping clients build internal capability to achieve sustainable results

Visit us at www.serviceprofitchain.com, email at info@serviceprofitchain.com or call 1-877-777-0455 for more information.