



# Creating A World Class Culture Of Service Excellence

*- Awakening The Heart Of Service Across Your Organization*

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*Conducted by:*

**Manoj Sharma**

*Global Thought Leader, Organization Strategist and Business Coach*

## Why This Workshop

Increasing your internal and external service standards are pivotal for your organization to be or remain a world class. Traditionally, service was often seen as an initiative for front-end customer service staff only. Today, it is well appreciated that, for an organization to profit financially and non-financially, everybody from the top person down needs to embody the spirit of service excellence wholeheartedly.

This requires creating a **World Class Culture of Service Excellence** at every level of your organization.

Many leaders are aware that service has a direct impact on your top and bottom line, not to mention the level of fulfillment people have internally within the organization. What often escapes leaders is that the heart of service practiced conscientiously can catalyze their entire organization towards greater profitability and fulfillment. Yet, amazingly, very few leaders have the will power and foresight to implement a comprehensive, organization-wide service initiative to gain a solid competitive advantage.

They fail to pay enough emphasis on the connection between providing excellent service and its direct correlation with retaining existing customers and gaining new customers. Sadly, most organizations tend to conveniently overlook their service oversights and are slow to realize that with every service related mind set, skill set and business set shortcoming they are immediately and systematically destroying their organization's competitive advantages.

Since creating a culture of service excellence has the potential to be your lowest cost, highest profit activity, isn't it time you ingrained it as part of your organization's DNA?

## Workshop Outline

**Part 1 - Establishing Your Relationship To World Class Service Excellence**

**Part 2 - Developing The Platform For World Class Service Excellence**

**Part 3 - Exploring Strategies Towards Creating A World Class Culture Of Service Excellence**

**Part 4 - Step 1 To 3 Towards Creating A World Class Culture Of Service Excellence**

- Step 1 - Gaining Clarity On Your Unique Service Related Problems, Challenges and Difficulties
- Step 2 - Focusing On The Issues At Hand And Crystallizing The Issues Behind The Issues
- Step 3 - Examining How People Normally Deal With Their Service Problems, Challenges and Difficulties

**Part 5 - Step 4 To 6 Towards Creating A World Class Culture Of Service Excellence**

- Step 4 - Realizing Why These Normal Strategies Don't Work And What You Need To Focus On
- Step 5 - Exploring Possible Solutions You, Your Teams and Your Organization Are Looking For
- Step 6 - Identifying The Different Types Of Solutions Worth Looking For

## Part 6 - Step 7 To 9 Towards Creating A World Class Culture Of Service Excellence

- Step 7 - Exploring Multiple Relevant Solutions
- Step 8 - Appreciating The Philosophy Of Problems and Solutions
- Step 9 - Appreciating Human Dynamics To Appreciate Service

## Part 7 - Step 10 Towards Creating A World Class Culture Of Service Excellence

- Step 10 - Examining People's Devotions And Their Lack Of Devotions To Service And What Causes It

## Part 8 - Step 11 To 14 Towards Creating A World Class Culture Of Service Excellence

- Step 11 - Exploring People's And Your Preconceived Notions When It Comes To Service
- Step 12 - Identifying The Preconceived Notions That Have Held You Back From Serving
- Step 13 - Illuminating Your Mind As To The Heart Of Serve And Shifting Your Service Paradigm
- Step 14 - Identifying What You Are Willing To Do To Take A Step Forward In Service

## Who Should Attend

Everyone in your organization, starting from the top down.

## What Can You Expect

Ground breaking, absolutely unique, expertly researched & created, world class, professionally delivered initiative, which will address your specific needs and benefit you for a lifetime.

## How Is This Conducted

This impactful and perspective shaping initiative is expertly run as a series of ...

- Illuminating introductions
- Engaging Dialogues
- Interactive games & exercises
- Thought provoking debriefs
- Open questions & answer sessions
- Reflection time-outs
- Relevant case studies
- Enriching assignments
- Feedback loops

### REGISTRATION

*Fees: \*S\$495 nett per person  
(Team discount is available when you register 3 persons and above)*

*For enquiries / registration, contact:*

**Partners Conference & Event Management Pte Ltd**

Tel: 6288 1273 Fax: 6288 1293

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## Your Workshop Leader

Manoj Sharma is a World Class Organization Strategist. He assists organizations, teams and individuals to be financially and non-financially wealthier through a series of incredibly "spot on", fully customized strategic initiatives. Mr. Sharma is also the Founder, CEO and Head of Faculty of DifferWorld.com, an international strategic profitability, performance and fulfillment consultancy. Over the years Mr. Sharma has earned a reputation for not just being a global thought leader, but also his reputation for delivering world class initiatives that assist the global who's who win in their fields of endeavour is fast becoming legendary. Mr. Sharma has extensively worked with tier one organizations and leaders across Asia, Europe, Oceania and The Middle East, as a Strategic Consultant, Executive Director, Group Business Development Director, Marketing & Communication Director, Content Director and more. As such he brings with him a truly global perspective with an intimate appreciation of local challenges.

### TESTIMONIALS

*"Excellent workshop! Well-done! It's a course of great depth and I enjoyed the discussions and sharing of insightful topics the most." - Rachel Tay, Singapore Police Force*

*"I enjoyed this seminar by Manoj Sharma in which insights on creating a service culture were delivered in an impactful and enlightened manner."*

*"Attending this seminar is a mind-blowing experience of discovering what service is really about." - Yang Shiao Qj, Ministry of Education*

*"The analogy and examples shared in the seminar were very clear and precise." - Jade Wong, Central Provident Fund Board*

*"The game played during the course was interesting and a good illustration of 'product', 'service' and 'experience'."*

*"Manoj helped me see the non-technical aspect of service which was missing in the past but highly important and absolutely free." - Evelyn Soon, Central Provident Fund Board*