



CATCH *RON LIVE!*

Building a Service Culture that Sizzles and Succeeds!



A high-impact management event with Ron Kaufman. Proven strategies and techniques to build a superior service culture.

For Managers and Team Leaders

14 August 2008, 9am - 5.30pm, Mandarin Oriental Hotel, Kuala Lumpur

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Building a Service Culture that *Sizzles* and *Succeeds*

Learn proven strategies and techniques to build a powerful internal and external service culture.

Through interactive presentations by Ron Kaufman and group discussions you will discover winning ideas and best practices you can apply immediately to strengthen and improve your service culture.

Key Learning Objectives:

- Develop your service philosophy
- Attract and retain the best people
- Reward strong team members
- Motivate and empower your staff
- Build successful partnerships
- Improve communication between groups
- Increase understanding and commitment
- Build a culture to support CRM programs
- Create a winning physical atmosphere
- Generate the spirit of service every day

Learn Specific Action Steps for:

- Crafting and communicating your vision
- Recruiting superior service champions
- Effective orientation for new service staff
- Reinforcing service communications
- Engaging customers with focus groups
- Implementing uplifting service awards
- Service suggestion schemes that work!
- Management service role modeling
- Effective service recovery and guarantees
- Superior service rituals and traditions

“Many practical ideas for building a service culture. Worth every moment.”
– **ExxonMobil**

“Learned a lot we can use. Fantastic workshop and highly recommended!”
– **Starwood**

Discover what works, and what to avoid, to build a service culture

This high-value management program is packed with current examples from leading organizations in the public and private sectors, including Information Technology, Healthcare, Finance, Hospitality, Retailing, Manufacturing, Education, Transportation and more.

Dell Computer – learn what gets measured every day, and why

Raffles Hotel – why 12 words is all they need for a world-class service philosophy (the **Ritz-Carlton** uses only 9)

Accenture – how their service philosophy aligns and motivates their team

Frigo-Scandia – how they made teamwork mandatory in the culture

MGM Grand – how they saved thousands of hours, and dollars, and avoided lawsuits

IBM – when a musical instrument is more valuable than money

Wipro – how this Bangalore tiger leaps ahead

Starbucks – what’s new, and what’s coming?

Dilbert – where these famous cartoons – do and do not – belong at work

Singapore Airlines – what new culture building practice is now required before every flight

Lexus – world class service recovery

Stew Leonard’s – how they keep customers happy, even when the store is overcrowded

Borders Bookstore – two small words that make all the difference

Pizza Hut & Fedex – learn what these two leaders have in common

Intel & Motorola – what works in these different cultures, and why

Southwest Airlines & Formula One Racing

Key Learning Benefits include:

- **Review and evaluate** your current service culture-building efforts
- **Identify** high-impact areas for improvement
- **Take action** to quickly and effectively improve your service culture
- **Align and motivate** your senior management team to provide full support



Why You Should Attend

A superior service culture attracts your customers, inspires your staff and creates strong bonds of loyalty over time.

The need for innovation and improvement of organizational culture has never been more critical than it is today.

Culture sets the standards. It lets people know what's accepted, forbidden and rewarded.

Culture is the context that surrounds your staff, supports their actions and keeps them focused on the goal.

When culture nourishes, service flourishes.

Culture is fluid and powerful like water. It can flow smoothly and steadily, refreshing your team and carrying your people forward. Your service culture can be fertile and rich, stimulating new ideas.

But a dysfunctional culture can also become narrow and destructive, crashing down on any sign of change.

Are you doing all you can to make your organization's culture vibrant, attractive and customer focused?

Find out what you can do to improve. Register today!

Meet Ron Kaufman

Ron Kaufman is an internationally acclaimed educator and motivator for superior service partnerships and uplifting customer service.

He is author of the bestselling book series "UP Your Service!" and "Lift Me UP!" and is the founder of "UP Your Service College".

Ron works with committed organizations around the world, helping them to achieve superior service, increase customer loyalty, build strong service partnerships and create winning service cultures.

Ron's articles, video and audio segments are available at www.RonKaufman.com and www.UpYourService.com

Millions have been educated and motivated by Ron's high energy speeches and interactive workshops.

Ron's many repeat clients include government agencies, multi-national corporations and industry associations in financial, professional and medical services, high technology, manufacturing, retailing, hospitality, tourism and transportation.

Ron is a graduate of Brown University, USA with post-graduate studies in France, London and Berkeley, California.

Ron's mission – and passion – is "Inspiring people