Leading the Way

New Leaders Programme 2018-19

Leading Service

The New Leaders programme

Being a Change Maker II

9th May

Being a Change Maker

Leading Others

Communication & Resilience

Leading Performance

Leading Service

???

15th March   5th June   25th Sept   27th Nov   15th Jan   12th March

Agenda

Welcome Back

What is Service?

Break

What is Service Leadership?

Lunch

Developing a Service Framework

Break

Reflections

Next Steps and Close

What is Service?

US

- What do our clients want?

- How does our service meet their needs?

- What can we do to help them even more?

CLIENTS

- What are my challenges/needs?

- What do I need whilst being a CLIENT?

- What would make my life easier?

What is required to deliver great Service?

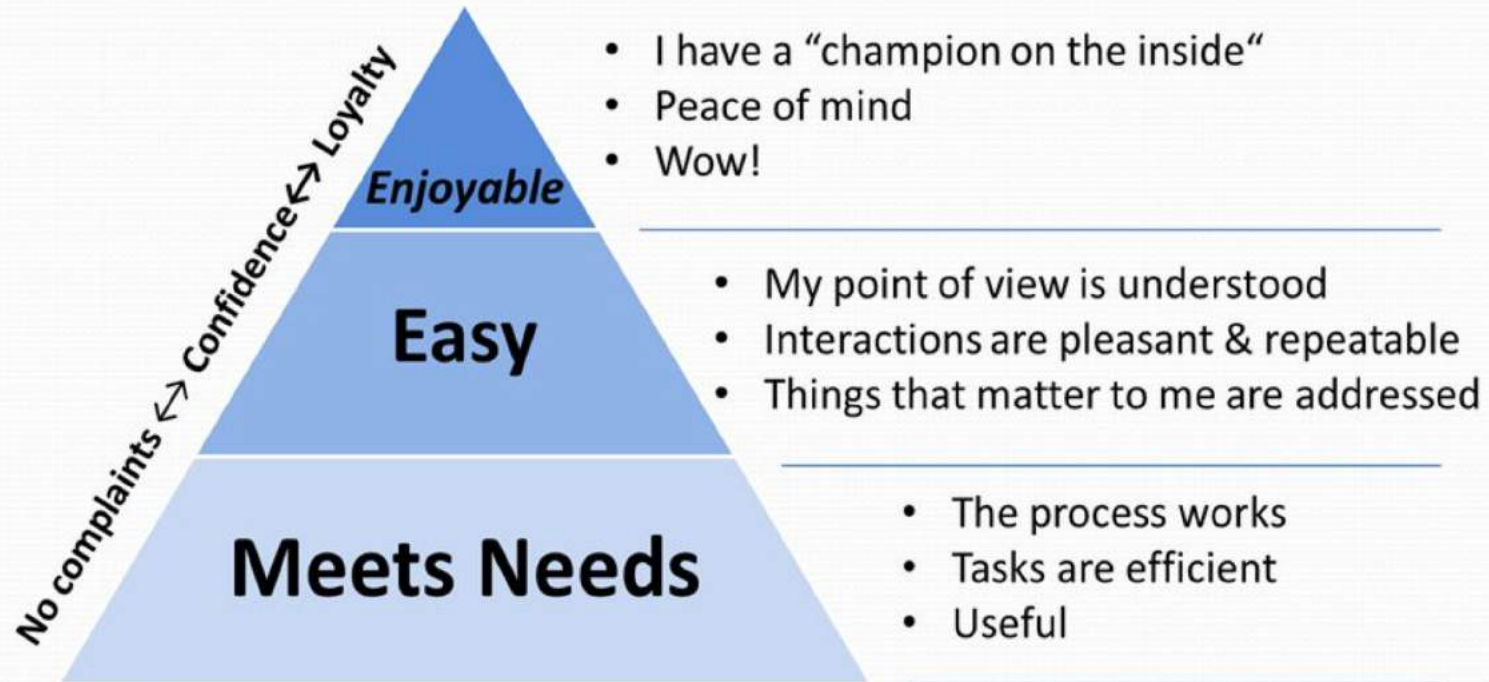| SKA	DESCRIPTION	NOTES	RANK
Patience			
Attentiveness			
Clear Communication			
Service Knowledge			
"Positive Language"			
Acting skills			
Time Management			
Ability to "read" others			
A calming presence			
Goal-oriented focus			
Handle surprises			
Persuasion skills			
Tenacity			
Closing ability			
Willingness to learn			

Developing Great Service
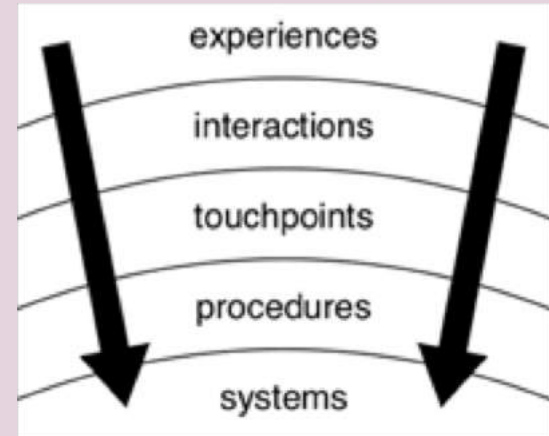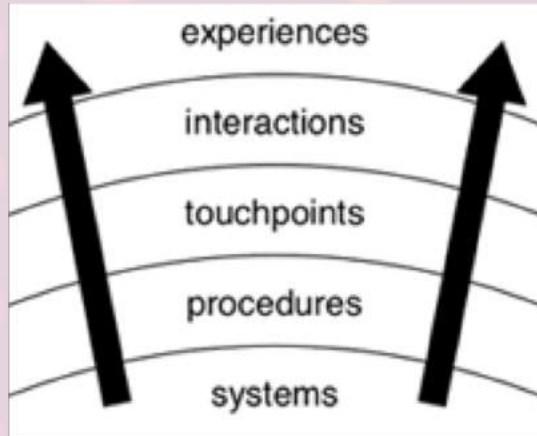
It is better to start the design from the experiences that would delight clients.

What is Service Leadership?

The goal? Having people get to work and think, "You know what? Maybe if I didn't have to go to work at all it would be better, but since I *do* have to work, I like this place. It's healthy, clean, supportive, and engaging. So I'm going to give it my attention, performance, commitment, loyalty, and effort." Reaching for this state is a central function of a leader in a customer focused organization.

A Sample Framework

Desired Outcome: Classic Customer Service Pyramid

- **Enjoyable**
  - I have a "champion on the inside"
  - Peace of mind
  - Wow!

- **Easy**
  - My point of view is understood
  - Interactions are pleasant & repeatable
  - Things that matter to me are addressed

- **Meets Needs**
  - The process works
  - Tasks are efficient
  - Useful

No complaints ←→ Confidence ←→ Loyalty

Developing a Service Framework

1. Customer Charter

2. Feedback System

3. Customer Service Knowledge and Skills Development

Who's Next?

We still have spaces on next year's New Leaders programme. Who do you know that could join us and benefit?