



Service Leadership

May 4, 2017

Lead Your Service Organization with Confidence and Purpose

Before We Get Started



- The Webinar is “listen only” and is being recorded
- A link to the session recording and a PDF of the slide deck will be sent to all registrants afterwards
- To submit questions, use the Question Panel of the GoToWebinar console
- Visit the Service Strategies Network group on LinkedIn to continue today’s discussion



Service Strategies Corporation

A Global Service Improvement Company



- Service Strategies provides consulting, training, industry standards and certification programs that help you deliver better service to your clients
- Global organization with partners in Australia, China, Netherlands, Nigeria, UK

- Consulting and Strategic Advisory Services

Guidance to assist companies in improving eService, Support, Field Service and Professional Services operations

- The Service Capability & Performance (SCP) Standards

Recognized as the global benchmark of service excellence. The SCP Standards have been deployed by leading service organizations worldwide for the past 18 years

- SCP Career Certification and Training Programs

Over 5000 service professionals worldwide have attained certification under our industry leading training and certification programs





John Hamilton

President, Service Strategies

John has more than twenty years of software engineering and service industry experience. He has significant international experience from working in both the Asia-Pacific and European regions. In addition to his support management knowledge, John has a well-rounded background from managing engineering, quality control, and training organizations. He successfully re-engineered a number of large support operations – increasing their efficiency and elevating their service to world class. He has also developed RFP's for selecting support automation technology and managed the implementation of the tools, creating a quick return on investment for support operations.



Kelly Hoopes

Senior Consultant, Service Strategies

Kelly has over fifteen years experience in various technical product support management and customer service operation leadership roles. He has a history of initiating and leading organizational change in the international high-tech industry with proven success in service marketing, mergers and acquisitions, strategy, serviceability, service product design, and innovation. Prior to consulting with Service Strategies, Kelly worked in customer service executive and leadership roles for Avid, Hewlett Packard, and Peregrine Systems.



The Service Leader

15 Years of Experience

Create a Vision for the Organization

Strong Customer Service Knowledge

Strategic Decision Maker

Develop a Team

Manage Employee Performance





The Service Leader

15 Years of Experience

Create a Vision for the Organization

Strong Customer Service Knowledge

Strategic Decision Maker

Develop a Team

Manage Employee Performance

The New World Economy

Becoming more characterized
as a Service Economy

A Countries Service Sector Growth

= Sign of Economic Progress

*These shifts are redefining
the worlds view of both
Goods and Services*





The Service Leader

15 Years of Experience

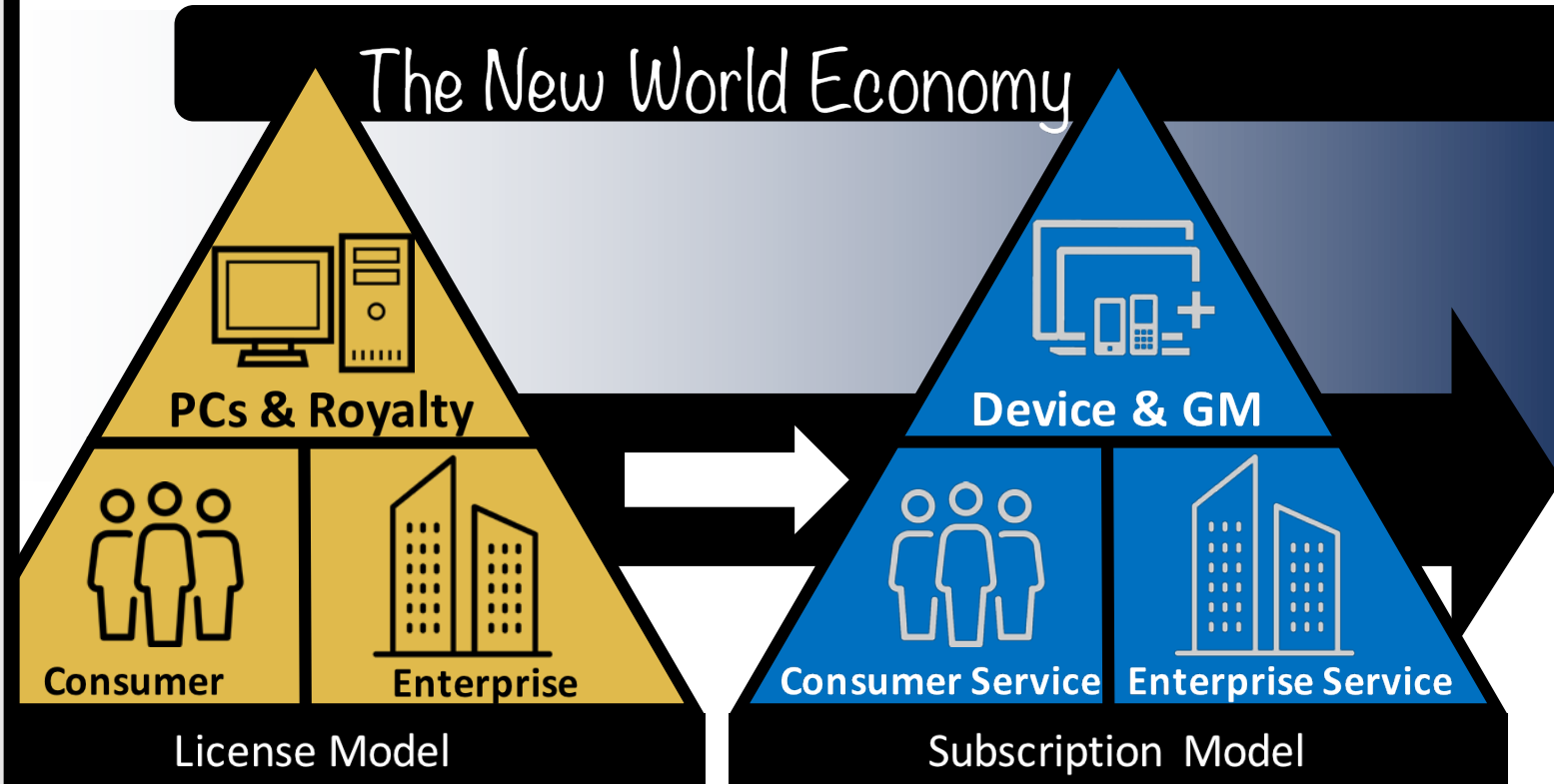
Create a Vision for the Organization

Strong Customer Service Knowledge

Strategic Decision Maker

Develop a Team

Manage Employee Performance



Technology Business Model Shift



The Service Leader

15 Years of Experience

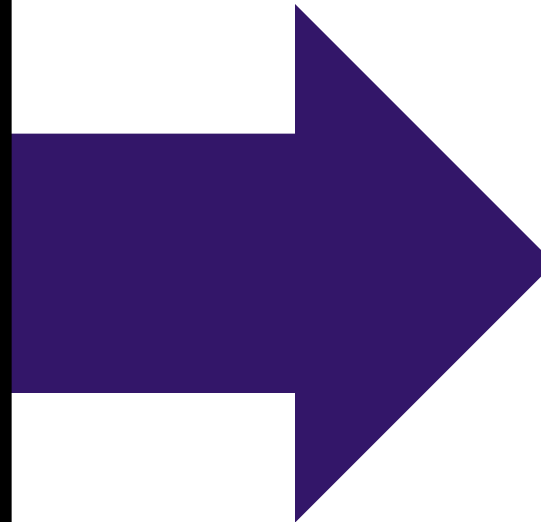
Create a Vision for the Organization

Strong Customer Service Knowledge

Strategic Decision Maker

Develop a Team

Manage Employee Performance



The Future Service Leader



Capacity to Learn & Grow

Able to Bring a Vision to Life

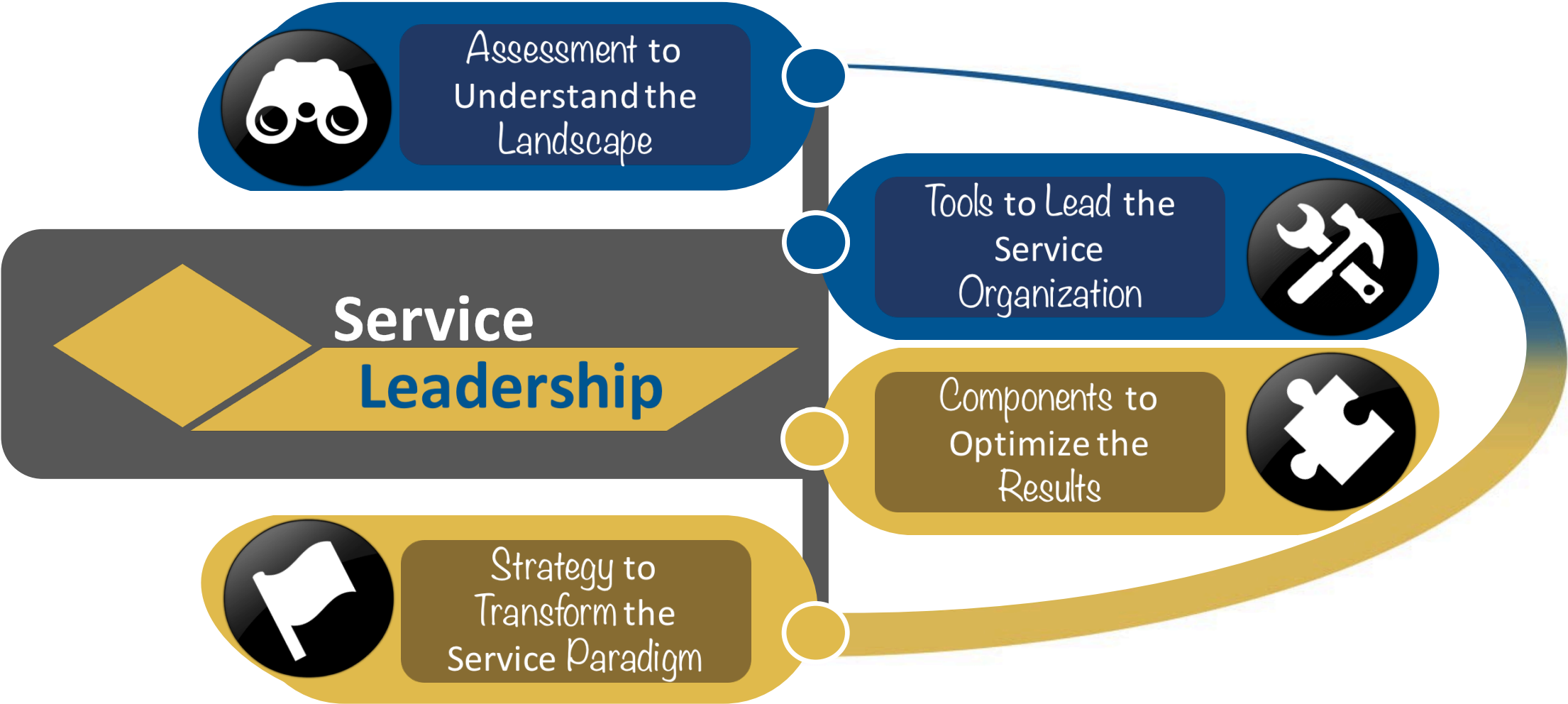
Strong Knowledge of All Disciplines

Fearless Strategic Decision Maker

Cultivate all Business Relationships

Embrace the Potential of Diversity

Service Strategies Leadership Course





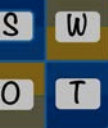
Assessment to Understand the Landscape



1

Module

Your Landscape



- Review Self Assessments (Self & Team)
- Compare Results with Industry Benchmark
- Begin SWOT Analysis

2

Module

Industry Landscape



- Value of Service & Global Economics
- Commoditization & Service Profitability Trends
- Generating Financial Value through Services

3

Module

Future Landscape



- Future and Impact of XaaS
- Service Technology Innovation (i.e. IOT, AI)
- Future of Knowledge & Unstructured Data



Financial Leadership

4

Module

- Corp Financial Statement Deep Dive
- Cost/Benefit Analysis Development
- NPV, ROI Models, & Payback Period in Depth



Resource & Capacity Leadership

5

Module

- Factors that Influence a Capacity Plan
- Generation Shifts & Business impact
- Outcome Based Outsource Management Process



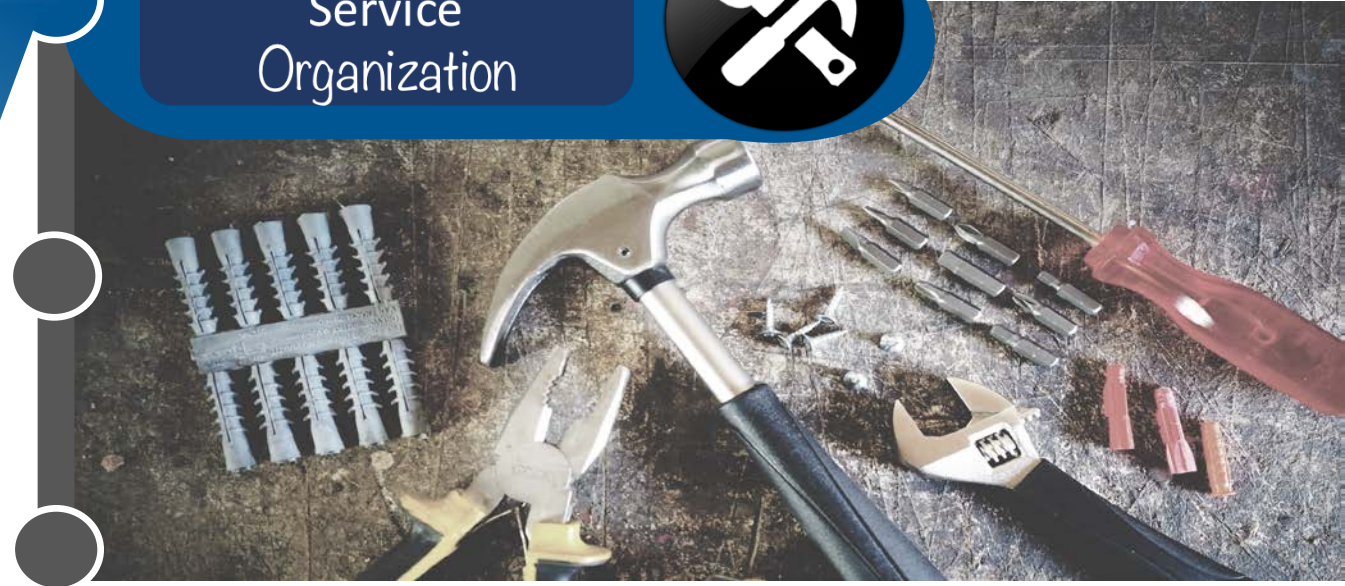
Change Leadership

6

Module

- Top Change Management Models
- Breaking Barriers that Hinder Change
- Essential Skills to Lead through Change

Tools to Lead the
Service
Organization





Service Delivery Models

7

Module

- Delivery Model Maturity Scale
- Innovative Delivery Model Trends
- Product Lifecycle & Service Portfolio Mgmt



Customer Experience Alignment

8

Module

- Effective Customer Journey Models
- Innovative Ways to Measure Loyalty
- CX Strategy Leveraging Customer Journey Maps



Service Marketing Essentials

9

Module

- Differentiation for Service Marketing
- Services as a Competitive Advantage
- Service Maturity Aligned to Brand Strategy

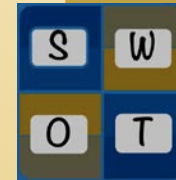




Strategy to
Transform the
Service Paradigm

10

Module



Building a Comprehensive Service Strategy

- Bringing the Concepts Together to Build a Cohesive & Complete Service Strategy
- Apply a Business Model Canvas to your Service Strategy
- Service Strategy Planning & Execution

11

Module



Leadership for Service Strategy Execution

- As a leader, setting an appropriate tone
- Tools to help make more effective and impactful strategic business decisions
- Succession planning tools
- Growing people as a core element of your job



The Future Service Leader



Capacity to Learn & Grow

Able to Bring a Vision to Life

Strong Knowledge of All Disciplines

Fearless Strategic Decision Maker

Cultivate all Business Relationships

Embrace the Potential of Diversity

The Future Service Leader



Capacity to Learn & Grow

Able to Bring a Vision to Life

Strong Knowledge of All Disciplines

Fearless Strategic Decision Maker

Cultivate all Business Relationships

Embrace the Potential of Diversity

Service Strategies Leadership



Module 5 | Generation Dynamics

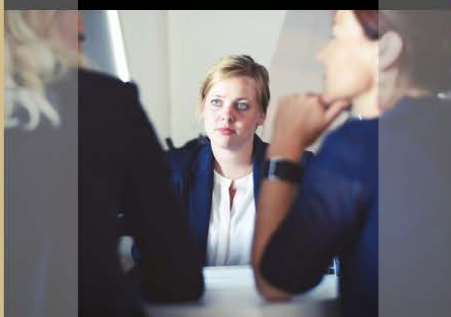
The Current Workforce

22

71



Millennials



Gen X



Baby Boomers

The Future Service Leader



Capacity to Learn & Grow

Able to Bring a Vision to Life

Strong Knowledge of All Disciplines

Fearless Strategic Decision Maker

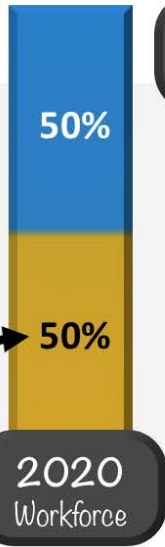
Cultivate all Business Relationships

Embrace the Potential of Diversity

Service Strategies Leadership



Module 5 | Generation Dynamics



What is a Millennial?

Connected
Can-Do Attitude
Value Diversity
Multi Taskers
Electronic
Literate
Crave Variety
Networked

The Future Service Leader



Capacity to Learn & Grow

Able to Bring a Vision to Life

Strong Knowledge of All Disciplines

Fearless Strategic Decision Maker

Cultivate all Business Relationships

Embrace the Potential of Diversity

Service Strategies Leadership



Module 5 | Generation Dynamics



Millennials

Improving our ability to **Lead** the Millennial Workforce

What to Do



Give/Get Feedback



Work Connections



Corporate Culture



Team Environment



Encouragement



Respect



Life Balance



Leadership



Career Path

The Future Service Leader



Capacity to Learn & Grow

Able to Bring a Vision to Life

Strong Knowledge of All Disciplines

Fearless Strategic Decision Maker

Cultivate all Business Relationships

Embrace the Potential of Diversity

Service Strategies Leadership



Module 5 | Generation Dynamics

← 22 ————— 37 →



Millennials

Improving our ability to **Lead** the Millennial Workforce

What NOT to Do



Deny Flexible Work



Unclear Job Offers



No Stimulation



Rigorous Hiring Process



Ban Social Media



Use Corporate Buzzwords



Vague Career Path



Entice with Only Money

The Future Service Leader



Capacity to Learn & Grow

Able to Bring a Vision to Life

Strong Knowledge of All Disciplines

Fearless Strategic Decision Maker

Cultivate all Business Relationships

Embrace the Potential of Diversity

The Future Service Leader



Capacity to Learn & Grow

Able to Bring a Vision to Life

Strong Knowledge of All Disciplines

Fearless Strategic Decision Maker

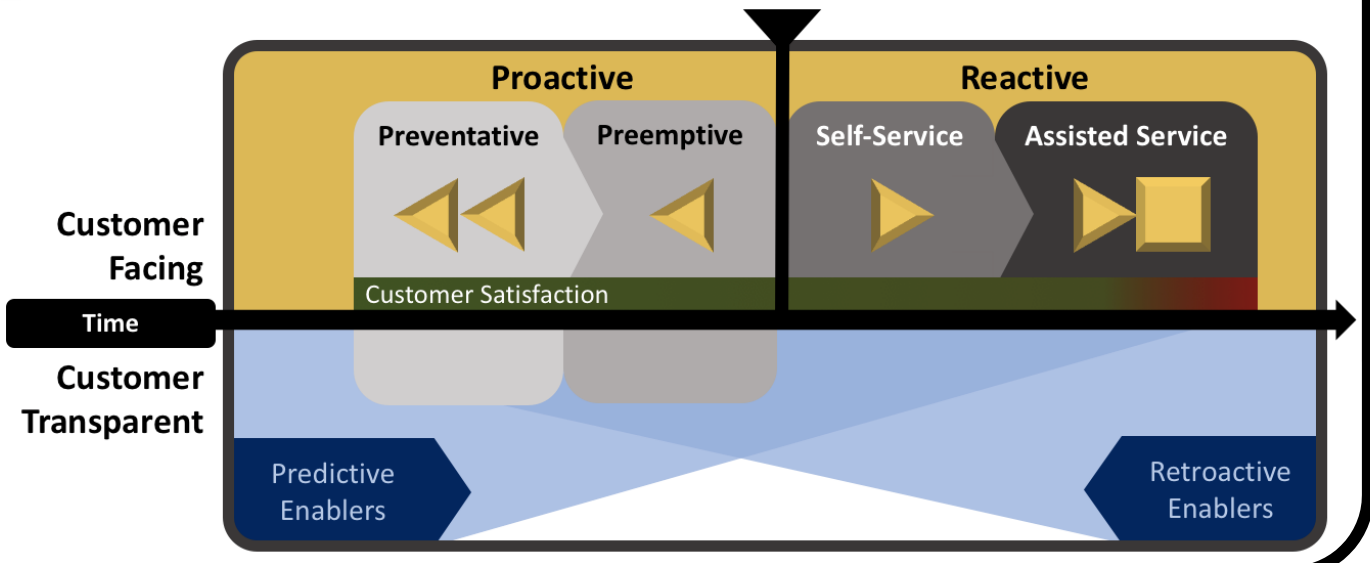
Cultivate all Business Relationships

Embrace the Potential of Diversity

Service Strategies Leadership



Module 3 | Service Technology Touchpoints

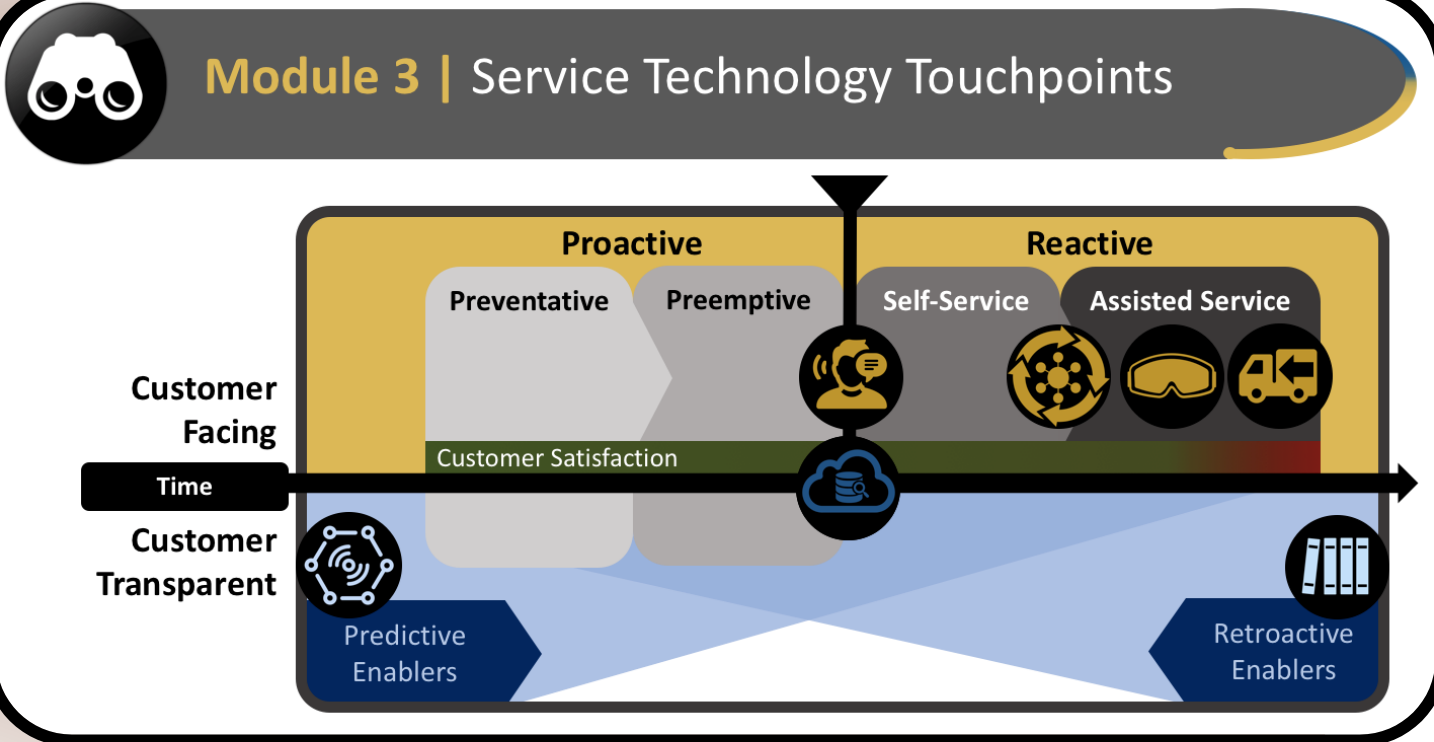


The Future Service Leader



- Capacity to Learn & Grow
- Able to Bring a Vision to Life
- Strong Knowledge of All Disciplines
- Fearless Strategic Decision Maker
- Cultivate all Business Relationships
- Embrace the Potential of Diversity

Service Strategies Leadership



The Future Service Leader



Capacity to Learn & Grow

Able to Bring a Vision to Life

Strong Knowledge of All Disciplines

Fearless Strategic Decision Maker

Cultivate all Business Relationships

Embrace the Potential of Diversity

Service Strategies Leadership



Module 4 | Financial Leadership

The New Customer Service Leader

What is Financial Leadership

- ✓ Recognizing that making money & being profitable is essential for business.
- ✓ Realizes that to be profitable there are tradeoffs & limited resources.
- ✓ Owns the financial decisions that are made.
- ✓ Effectively helps others to understand why financial decisions are made.

The Future Service Leader



Capacity to Learn & Grow

Able to Bring a Vision to Life

Strong Knowledge of All Disciplines

Fearless Strategic Decision Maker

Cultivate all Business Relationships

Embrace the Potential of Diversity

Service Strategies Leadership



Module 4 | Financial Statements

Financial Statements

Summary



Balance Sheet

Shows a company's financial position at a specific point in time (the financial situation on assets, liabilities and equity)



Income Statement

Shows the bottom line (indicates how much profit or loss was generated over a period of time)



Cash Flow Statement

Shows where the company's cash came from and where it went

The Future Service Leader



Capacity to Learn & Grow

Able to Bring a Vision to Life

Strong Knowledge of All Disciplines

Fearless Strategic Decision Maker

Cultivate all Business Relationships

Embrace the Potential of Diversity

Service Strategies Leadership



Module 4 | Developing a Cost/Benefit Analysis

The Basis for Sound Capital Budgeting Decisions is the
Cost/Benefit Analysis

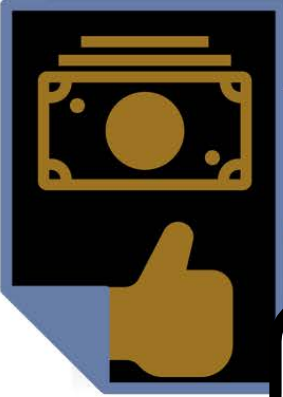
Attempts to quantify every benefit and cost for inclusion in the financial analysis

Includes Intangible or "soft" Costs & Benefits
IF Value is Determined

The most useful financial results in a Cost/Benefit Analysis appear in a *Time-Based Cash Flow Summary*

Basis for calculating standard financial metrics:

- NPV
- IRR
- ROI
- Payback Period



The Future Service Leader



Capacity to Learn & Grow

Able to Bring a Vision to Life

Strong Knowledge of All Disciplines

Fearless Strategic Decision Maker

Cultivate all Business Relationships

Embrace the Potential of Diversity

The Future Service Leader



Capacity to Learn & Grow

Able to Bring a Vision to Life

Strong Knowledge of All Disciplines

Fearless Strategic Decision Maker

Cultivate all Business Relationships

Embrace the Potential of Diversity

Service Strategies Leadership

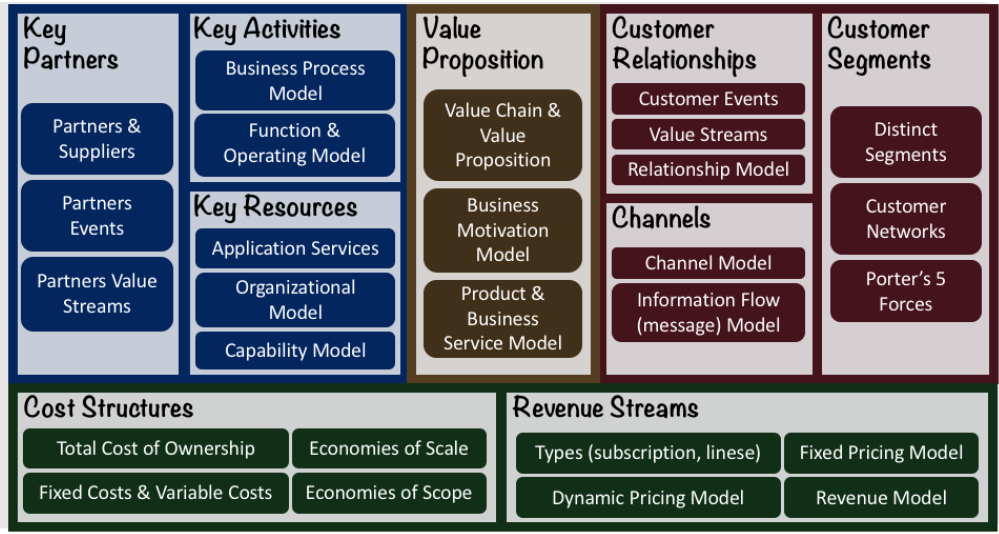
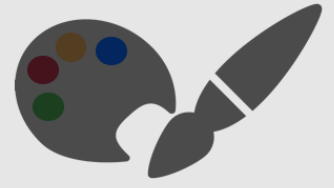


Module 10 | Business Strategy Approach

Business Strategy Planning Approach 

Business Model Canvas

Building Blocks for Strategic Management



The Future Service Leader

Capacity to Learn & Grow

Able to Bring a Vision to Life

Strong Knowledge of All Disciplines

Fearless Strategic Decision Maker

Cultivate all Business Relationships

Embrace the Potential of Diversity

Service Strategies Leadership



Module 10 | Strategy Planning & Execution

**Service
Strategy
Planning**

A successful business requires both a well developed strategy and the ability to execute on that strategy.

Strategy without execution is merely theory.

Many companies develop robust strategies, but fail at operationalizing their strategies into implementable steps.

**Service
Strategy
Execution**

The Future Service Leader



Capacity to Learn & Grow

Able to Bring a Vision to Life

Strong Knowledge of All Disciplines

Fearless Strategic Decision Maker

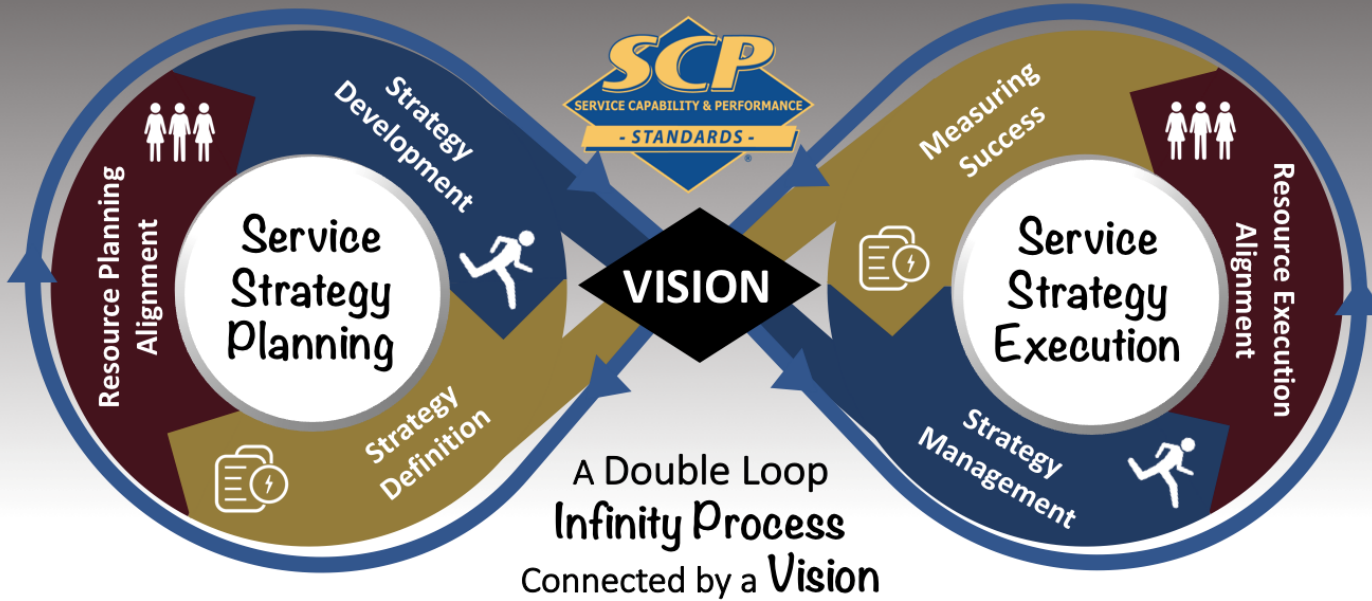
Cultivate all Business Relationships

Embrace the Potential of Diversity

Service Strategies Leadership



Module 10 | Strategy Planning & Execution



The Future Service Leader



Capacity to Learn & Grow

Able to Bring a Vision to Life

Strong Knowledge of All Disciplines

Fearless Strategic Decision Maker

Cultivate all Business Relationships

Embrace the Potential of Diversity

Service Strategies Leadership



Module 6 | Change Management Concepts

Change Management



Tools, Process, & Structure
Required to Maximize
Potential for Change Success

The Goal: To Minimize the
Distraction & Pain of Change



Vs.

Change Leadership



The Ability to Harness
Human Passion & Energy to
Successfully Execute on a
Transformation Vision

The Goal: To Maximize the
Opportunity for Sustainable Change



The Future Service Leader



Capacity to Learn & Grow

Able to Bring a Vision to Life

Strong Knowledge of All Disciplines

Fearless Strategic Decision Maker

Cultivate all Business Relationships

Embrace the Potential of Diversity



The Future Service Leader



Capacity to Learn & Grow

Able to Bring a Vision to Life

Strong Knowledge of All Disciplines

Fearless Strategic Decision Maker

Cultivate all Business Relationships

Embrace the Potential of Diversity

Service Strategies Leadership Course

Target Audience

Supervisor

Manager

Director

Service Executive



Productivity
Basic Finance
Forecasting
Metrics
Recruiting
Retention
Coaching
Decision Making

Management Training

*Support
Supervisor*

*Support
Manager*

*Field Service
Manager*

Service Strategies Management Certification

Service Strategies Leadership Course

Target Audience

Supervisor

Manager

Director

Service Executive

Productivity
Basic Finance
Forecasting
Metrics
Recruiting
Retention
Coaching
Decision Making

Strategy
Planning
Profitability
Marketing
Culture
Motivation
Business Models
Technology

Management Training

Support
Supervisor

Support
Manager

Field Service
Manager

Service Strategies Management Certification

Leadership Training

Service Strategies Leadership Course

Service Strategy

- World Economy
- Technology Innovation
- Corporate Finance
- Capacity & Resource Planning
- Change Management
- Service Delivery Models
- Customer Experience Success
- Service Marketing
- Advanced Leadership Skills

Providing the Means to Execute on a
Comprehensive Service Strategy

June 20-23, 2017 @ San Diego, CA

Webinar Hosted by



www.servicestrategies.com

info@servicestrategies.com

858-674-4864 – Corporate

800-552-3058 – Toll Free