



# MANAGEMENT STRATEGIES: REVISITED

FOR CREATING A CULTURE OF  
SERVICE EXCELLENCE



## COURSE OVERVIEW

This course is presented as a follow-up session to “Management Strategies for Creating a Culture of Service Excellence” where service excellence was specifically defined and strategies for developing a customer-driven organization were outlined. We pick up where we left off and allow management teams the opportunity to apply the information previously presented by identifying and developing specific objectives related to the seven management strategies for creating a service-excellence culture. Participants will spend time working in teams to develop successful strategies that are unique to their organizational needs and will assist them in transforming their laboratory’s service culture. The outcome will of this course will yield:

- Various strategy options for each of the seven areas presented.
- Seven approved initiatives with specific objectives and action items.
- Fully developed plans, with accompanying timelines, for implementing the initiatives.
- Pre-determined measurement and assessment tools for each initiative.
- Specifically assigned laboratory leaders accountable for the long-term implementation of each initiative.

## LEARNING OBJECTIVES

Participants will be able to:

1. Implement agreed upon organizational objectives for promoting a customer-focused organization.
2. Designate leaders within their organization who will be accountable for executing the seven strategies developed during the course.
3. Utilize the techniques learned during this course to develop additional concepts for implementation.
4. Measure the outcome of the strategies developed during the course to use as indicators of success.
5. Implement additional strategies from the repository of ideas created during the course in order to continue their journey toward becoming a customer-driven organization.



## COURSE OUTLINE

### THE ROAD AHEAD

What separates the great organizations from the good ones?  
Visionary companies.

### LESSONS FROM BUILT TO LAST

It's not about one great idea.  
A charismatic leader is not required.  
Maximizing profits isn't the number one objective.  
Core values are critical; however, what's stated in them isn't necessarily important.  
Some things change, but the important things don't.  
It's not about playing it safe and taking the middle of the road.  
A great organization is not great for everyone.  
Not all good decisions are preceded with complicated, brilliant strategic planning.  
Hiring CEOs from the outside isn't necessarily the best way to stimulate fundamental change.  
Focusing on beating the competition won't get you there.  
There are no hostages to the sucker's choice.  
Writing a vision statement doesn't make for a visionary organization.

### WHERE DO WE GO FROM HERE?

Commit to an ideology.  
Understand your ideology and core values as they relate to customer service.

### LET'S REVIEW

Where does excellence come from and how do you elicit it in others?  
Aligning intentions with actions.  
Strategy 1: Communicate a commitment to service excellence.  
Strategy 2: Focus on management support of service excellence.  
Strategy 3: Focus on interdepartmental support and cooperation.  
Strategy 4: Value customer feedback.  
Strategy 5: Hire for and retrain customer sensitivity.  
Strategy 6: Manage customers' experience.  
Strategy 7: Celebrate service excellence.

### TURNING STRATEGIES INTO ACTION

Organize into strategy groups.  
Brainstorm ideas.  
Evaluate ideas.  
Apply selection matrix.  
Develop an implementation strategy.

**Course duration: four hours**

**Note: This course is P.A.C.E.® eligible.**





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