MANAGEMENT STRATEGIES: REVISITED

for creating a culture of service excellence

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LEARNING OBJECTIVES
for participants

1. Create a benchmark for current customer-satisfaction levels as a means of comparison for the future.
2. Implement a consistent assessment tool that can be used periodically to monitor customer satisfaction.
3. Receive important feedback from your most valuable resources for improvement opportunities.
4. Create an accountability mechanism for executing the service-excellence principles that will drive a customer-focused organizational culture.
5. Provide a tool to meet CAP requirements.

COURSE OVERVIEW

Since the first management course offered in this curriculum serves as a fundamental starting point, providing an introduction to organizational, customer-driven strategies, it’s critical that management teams build on the concepts previously learned to ensure successful outcomes. Therefore, this course is presented as a follow-up session, allowing management teams to utilize information previously presented to identify and develop 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 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.
- Predetermined measurement and assessment tools for each initiative.
- Specifically assigned laboratory leaders accountable for the long-term implementation of each initiative.
This course is P.A.C.E.® eligible.