



MANAGEMENT STRATEGIES: REVISITED

for creating a culture of service
excellence

www.aruplab.com/education

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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.



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The road ahead

What separates the great organizations from the good ones?

What visionary companies do.

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 customer 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

This course is P.A.C.E.® eligible.





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