



Leading Your Team in Legendary Service

Target Audience

This course is designed for Administrative Heads of Departments and their deputies and team leaders to participate in.

Objective

Participants will work together to understand what customer service in the context of their respective departments and who their customers are. Together, participants will craft a vision for customer service in their school and develop guiding policies for their respective departments to realize that vision.

A secondary objective for this program is for participants to facilitate in parallel or directly after this program a book study with their staff and introduce to them the guiding policies they developed. Participants will be supported throughout the program by the PD Academia facilitator through a variety of means, including but not limited to: Instructions for how to facilitate a book study with staff, customized case studies, WeChat Group with Customer Service tip of the Week for 3 months and Personalized Coaching by the PD Academia facilitator.

What will the participants learn?

By the end of the workshop, participants will understand the importance of providing exceptional service standards, learn to care for both internal and external customers, and apply the customer service principles discussed in the workshop in the school environment. Managers or their designees will learn about leading their teams in customer service by establishing a service vision, cultivating a culture of service and developing methods of measuring progress.

PROGRAM CONTENT

LEARNING ABOUT CUSTOMER SERVICE

Module 1: Legendary Service (Chapters 1-6)

At the end of this module, the participants will:

1. Understand the importance of offering exceptional customer service.
2. Identify qualities necessary for raising their service standards.
3. Demonstrate a commitment toward providing excellent customer service.

Module 2: Legendary Service (Chapters 7-10)

At the end of this module, the participants will:

1. Examine customer profiling to know the different types of customers they serve and the customers' specific preferences.
2. Develop active listening skills for their customers.
3. Analyze the impressions they make on the customers.
4. Learn techniques of responding to customers in various situations including managing frustrated and angry customers.





LEADING YOUR TEAM IN CUSTOMER SERVICE

Module 3: Establishing a Culture of Service

At the end of this module, the participants will:

1. Learn specific steps in building a service vision and values.
2. Gather ideas of motivating their direct reports in customer service.
3. Identify a method to measure the progress of personal and departmental goals.

Module 4: Forming a Legendary Service Culture Team

At the end of this module, the participants will:

1. Define the objectives of the service culture team.
2. After determining the job description of a service culture team member, select someone from the department.
3. Detail how the service culture team works.

Module 5: Empowering Your Team to Take the Initiative to Implement the Service Vision

At the end of this module, the participants will:

1. Intrinsically motivate their direct reports to implement the service vision.
2. Look for ways to build trust with your team members and listen to their feedback.
3. Make a commitment to care about their direct reports.

THRIVING IN AN INTERNATIONAL SCHOOL

Module 6: Preparing Host Country Support Staff in their Roles in International Schools

1. Identify reasons why local employees may have difficulties fitting in.
2. Develop an induction program that would benefit the local recruits.
3. Learn essential characteristics for support staff members to effectively work well with foreign colleagues and parents.

Post-workshop Learning and Coaching

- Facilitator will send customer service tip of the week to the delegates for three months or longer after the workshop. The purpose is to remind them to practice the customer service principles over an extended time so that it would develop into a habit and to use these tips lead discussions in team meetings.
- Post Course Coaching Call with the Facilitator to review plans and procedures implemented.

How will the participants learn?

This course has 6 live synchronous sessions where participants will collaborate online using Zoom. Prior to each synchronous live session participants will access course materials, submit assignments and collaborate online using Microsoft Teams or other platforms. Please see below for a brief outline of the course and dates:

- **Asynchronous Course Work (1 hour of preparation for each week for six weeks)**
[Legendary Service](#) by Ken Blanchard and [Preparing Host Country Support Staff for their roles in International Schools](#) by Henry Wong – Each module chapters from these two books will be assigned to participants that must be read before the synchronous live session.
- **Synchronous Live Session (2 hours with the Facilitator for each week for six weeks)**

