

BLENDED MODEL - LIVE ONLINE & IN-PERSON

Certified Expert in Service Design, Strategy & Leadership (SDSL) Program

The lack of robust service strategies in organizations is the key reason why brands fail. Post Covid-19 statistics show that 85% of brands that emerged strong after the pandemic, did so because of the lasting brand experience they offer their customers. This success is predicated on the value-creating service strategies they employed before and during the pre-pandemic years. The program is therefore designed to enhance the need for business executives to design, develop and implement competitive service strategies for their brands. Yet, even the best-designed service strategies are most successful only when implemented by dynamic leadership. It is therefore imperative for Executives to have the right leadership skills for service visions and strategies to succeed.

This program is therefore designed to equip senior Executives with practical service strategies and leadership tools to ensure that their customers obtain a lasting brand experience as they encounter every single touchpoint of the service process.

PROGRAM DIRECTOR

Prof. Kofi Osei Frimpong
Associate Professor
UMGP - Africa Business
School of Marketing

DURATION

9 days over 3 months

INTAKE

Cohort 2 - Jun - Aug
Cohort 3 - Sep - Nov

TUITION FEE

\$1,599.00

PAYMENT TERMS

50% before
program starts

40% during
program sessions

10% before
program ends

CONTACT

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*Program dates, facilitators and
fees are subject to change.*



PROGRAM BENEFITS

- Assess the effectiveness of service strategies and current brand experience management activities
- Design bespoke service strategies for their organizations
- Design and promote an organizational culture that will support consistent delivery of excellent brand experience throughout each customer touchpoint
- Design and implement quality processes to raise the level of employee experience
- Develop and enhance appropriate leadership visions and skills needed to deliver service strategies
- Design bespoke brand management systems to increase efficiency in service delivery
- Identify best practices for managing employees effectively to enable them to implement service strategies
- Design sample service strategies for their products and services
- Develop an innovation leadership canvas to lead service and brand management across functional areas
- Design bespoke brand management systems based on the entire service touchpoints across all organizational functional areas
- Design strategic plans for monitoring the delivery of seamless brand experiences across all organizational functional areas.



PARTICIPANT PROFILE

- Marketing, Operations, or Business Development Executive
- New Product or Service Developer
- Marketing Executive
- Customer Service or Customer Advocacy Manager



OBJECTIVES

- Understand the need to develop unique service strategies for their products and services

SERVICE DESIGN, STRATEGY & LEADERSHIP (SDSL) PROGRAM

FACULTY

Prof. Kwaku
Atuahene-Gima
Founder & President, NiBS

Prof. Kofi
Osei Frimpong
*Associate Professor
UMGP - Africa Business
School of Marketing*

Mr. Ebo Richardson
*Consultant in
Organisational Strategy
& Change, Digital Transformation,
& Technology Architecture*

GUEST SPEAKERS

Mad. Gillian Hammah
*Chief Marketing Officer,
Databank Group*

Mad. Adoma Peprah
*General Manager, Fintech,
Business Development & Expansion,
MTN*



PARTICIPANT PROFILE

- Business Development Manager
- Service Operations or Service Quality Manager
- Professionals of any kind who must understand how to use services as a source of competitive advantage.



PROGRAMS

MODULE 1

Nature of Services and Service Strategy

MODULE 2

Employee Experience Management (EEM)

MODULE 3

Service Quality

MODULE 4

Service Leadership



LEARNING METHODS

- On Campus (In-Person)
- Live-Online



CERTIFICATION

Upon completing the program, you will earn a certificate as a:

- Certified Expert in **Service Design, Strategy and Leadership (SDSL)**

