



BLENDDED MODEL - LIVE ONLINE & IN-PERSON

Certified Expert in Service Design, Strategy & Leadership (SEDSL) 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
<i>Associate Professor</i>
UMGP - Africa Business
School of Marketing
DURATION
<i>9 days over 3 months</i>
INTAKE
<i>Cohort 2 - Jun - Aug</i>
<i>Cohort 3 - Sep - Nov</i>
TUITION FEE
<i>\$1,599.00</i>
PAYMENT TERMS
<i>50% before program starts</i>
<i>40% during program sessions</i>
<i>10% before program ends</i>
CONTACT
<i>+233 (0) 26 734 9147</i>
<i>info@sed.nibs.edu.gh</i>

Program dates, facilitators and fees are subject to change.



OBJECTIVES

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



PARTICIPANT PROFILE

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

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.



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)**



PROGRAMS

MODULE 1

Nature of Services and Service Strategy

MODULE 2

Employee Experience Management (EEM)

MODULE 3

Service Quality

MODULE 4

Service Leadership

