LEADERSHIP TRANSFORMATION SERIES:

Winning Tools for Leaders	Building Empowered Supervisory Team

CUSTOMER SERVICE PROGRAMS:

The Service Image	Service from the Heart

HIGH PERFORMANCE CULTURE PROGRAMS:

Building Self-Confidence	Success Begins With Me
Developing Winning Attitude	My Job My Pride

BUSINESS SKILLS/OTHERS PROGRAMS:

Winning Tools for Effective Communication	Managing Expectation, Tasks, and Time
7 Innovation Tools	Problem Solving and Decision Making
Young Executive Development Program	Harnessing Excellent Individuals (Teambuilding)

THE SERVICE I.M.A.G.E.

SERVICE INTEREST, MINDSET, ATTIRE, GROOMING AND ETIQUETTE

INTRODUCTION

A corporate image conveys the essence, culture, character and purpose of a company or product. And building a strong service image is invaluable, as a strong service image influences the corporate image of an organization.The image and appearance of front liners can help strengthen or weaken the reputation of a product or a business. tI is therefore of utmost importance that frontline staff portray a strong service image and professionalism through having a service excellence mindset. This program aims to develop front liners' competencies in enhancing their attire, grooming, and etiquette for a highly professional service image

TARGET GROUP

A. SUPERVISORS AND MANAGERS   **B. SUPPORT GROUP**

Service is not isolated to a single position. Every touchpoint with a client is an opportunity to provide service, and so this program is designed to for every member in the organization.

PROGRAM MODULES

I   **M**   **A**   **G**   **E**

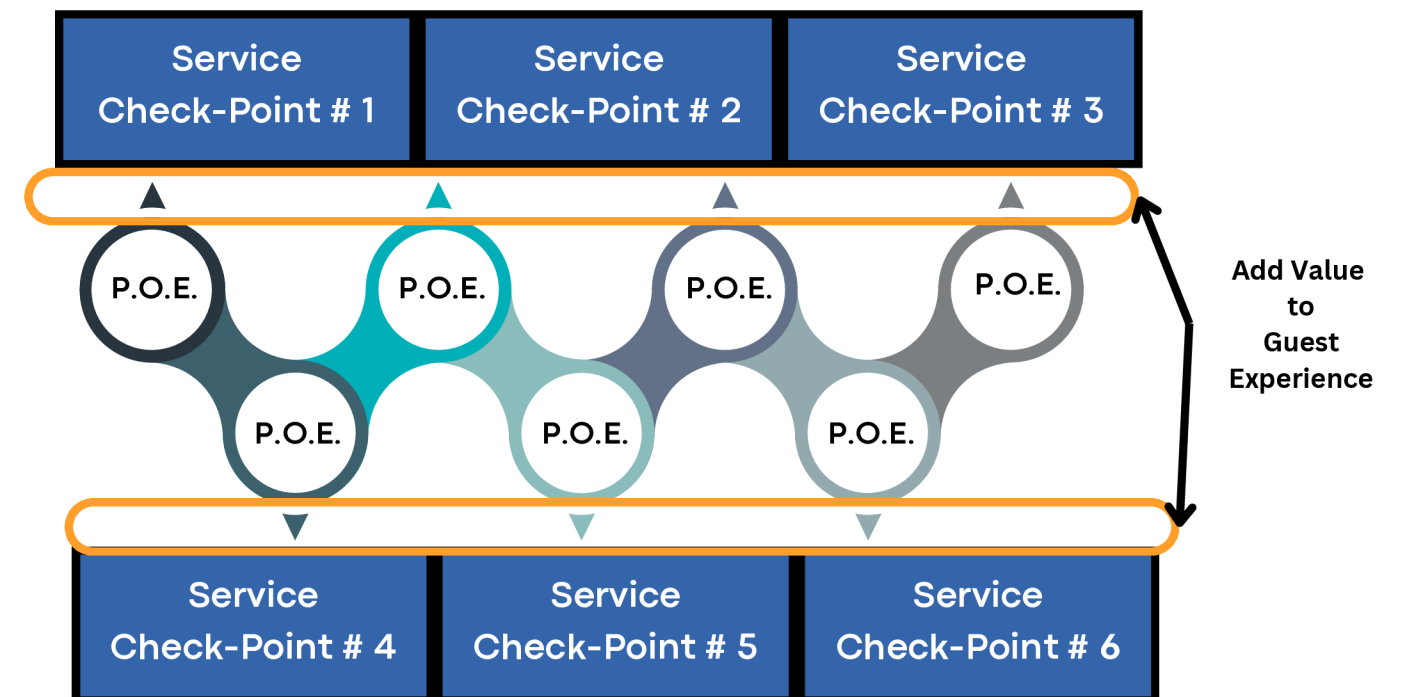| INTEREST	MINDSET	ATTIRE	GROOMING	ETIQUETTE
• Passion • Zeal • Compassion • Empathy	• Frame of mind • Sate of mind • Way of thinking	• Dress • Clothing • Outfit	Clean; Clean-Up	Good Manners; Decorum

OBJECTIVES

At the end of the session, participants will be able to achieve the following objectives (as per module):

- Uncover staff's strengths and weaknesses.
- Improve/enhance staff performance by utilizing the right tools
- Develop your staff more effectively

ENRICHING THE GUEST EXPERIENCES:
THE GUEST JOURNEY AND VALUE ADDED SERVICE

Service Check-Point # 1	Service Check-Point # 2	Service Check-Point # 3

P.O.E.   P.O.E.   P.O.E.   P.O.E.

P.O.E.   P.O.E.   P.O.E.

Add Value to Guest Experience

Service Check-Point # 4	Service Check-Point # 5	Service Check-Point # 6

P.O.E = POINT OF ENGAGEMENT

DOCUMENTATION

A combination of the following documents and folders will be given to program participants to engage them in their learning. Using these documents helps participants retain knowledge and apply the techniques learnt.

1. PROGRAM FOLDER & NOTES

- Notes on tools & techniques
- Guide to tools & techniques

2. CERTIFICATE

- Program certificate

3. PROGRAM JOURNAL

- Record personal notes on the individual journey of change and progress

4. TOOLCARD

- Handy card on techniques & tools
- Brief outline for easy recall

5. TOOLBOX

- Handy booklet on notes
- A simple guide to the tools & techniques