

Delivering Operational and Service Excellence in Service Organisations

(to be held at International Business School)



This is the second year we have run the 6 day programme that examines how to improve operational performance in service organisations.

The programme covers 4 key areas that are critical for achieving improvements in service organisations;

1. Developing an operational improvement strategy
2. Achieving operational excellence with Lean thinking to improve efficiency and effectiveness
3. Achieving service excellence to improve customer service and response
4. Developing and sustaining a long term programme of improvement

The Programme Leader, Peter Ginty, has been working with a significant number of Government and Financial Services companies to implement Lean and Service improvements. This experience has been used to develop the workshop material so that it is applicable to Isle of Man organisations, both Government and Private Sector Service Organisations.

The programme is delivered in 4 modules, totalling 6 days, over an 8 week period.

- Participants can attend the whole programme and also apply the operational principles, in the form of an operational improvement assignment, within their own organisation.
- Alternatively, participants can just attend individual modules of interest.
 - Module 1 (1 day) -Operations strategy
 - Module 2 (2 days) -Achieving operational excellence with Lean Service
 - Module 3 (2 days) -Achieving service excellence
 - Module 4 (1 day) -Developing and sustaining long term improvement

Who is it for?

This programme is designed for managers that will have responsibility for operational and service improvement within their organisation, including;

- Operations Directors/Managers
- General Managers
- Customer Service Managers
- Business Change Programme Managers
- Finance Managers

What are the Benefits?

By the end of the programme you will be able to;

- Understand the role of operations in strategy formulation
- Understand how to improve efficiency, through reduced costs, without compromising service.
- Understand how service improvements in key areas can improve customer satisfaction and revenue
- Facilitate the design and implementation of operational and service improvements
- Understand how to develop and sustain longer term improvement plans.

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What is covered in the Programme?

The programme is delivered in 4 modules

Module 1 (1 Day – 3 rd Feb)	Operations Strategy Strategy models balancing operational and service improvement <ul style="list-style-type: none"> • Porter competitive forces • Discipline of market leaders • Value Chain Analysis
Module 2 (2 days – day 1 15 th Feb)	Achieving Operational Excellence with Lean Service Applying the principles of lean thinking to understand what currently happens in a service environment <ul style="list-style-type: none"> • Understanding demand • Mapping the process • Identifying the waste in the process • Lean simulation (part 1)
Module 2 (2 days – day 2 16 th Feb)	Achieving Operational Excellence with Lean Service Applying the principles of lean thinking to achieve improvements in operational performance; <ul style="list-style-type: none"> • Lean principles applicable in a service environment • Right first time quality • Lean simulation (part 2) • Toyota philosophy • Assignment guidance and briefing
Module 3 (2 days – day 1 2 nd Mar)	Achieving Service Excellence Understanding Service organisations as systems; <ul style="list-style-type: none"> • Understanding the operational difference between service and manufacturing organisations • Service organisations as systems • Demand management • Improving the service package elements
Module 3 (2 days – day 2 9 th Mar)	Achieving Service Excellence Applying service quality improvements; <ul style="list-style-type: none"> • Understanding customer expectations • Service Gap model • Dimensions of service • Measuring service improvements • Service quality management
Module 4 (1 day –21 st Mar)	Developing and sustaining long term improvement Understanding how Senior Management can create a long term philosophy of improvement; <ul style="list-style-type: none"> • Kaplan linking strategy to deployment • Strategy Maps • Policy deployment

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Duration –Complete programme is delivered in 6 days on the dates shown below;

Dates

- Module 1- Operations strategy 3rd Feb
- Module 2 – Achieving operational excellence with Lean Service 15th Feb & 16th Feb
- Module 3 – Achieving service excellence 2nd and 9th March
- Module 4 – Developing and sustaining long term improvement 21st March

Location - International Business School, The Nunnery, Douglas

Cost

Complete 6 day programme = £1500 (plus VAT)

- Inclusive of all tuition fees, materials, and lunches.

Individual modules

- Module 1- Operations strategy 1 day = £325
- Module 2 – Achieving operational excellence with Lean Service 2 days = £650
- Module 3 – Achieving service excellence 2 days = £650
- Module 4 – Developing and sustaining long term improvement 1 day = £325
inclusive of all tuition fees, materials, and lunches.
(VAT is applicable to the above prices)

Course Leader

Peter Ginty is a Senior Lecturer in Strategic and Operations Management at the International Business School. He runs the Consulting and Executive Education activities.

Peter has over 18 years of consulting experience; managing business improvement programmes for multi-national organisations in Europe and the USA. He spent 8 years in the USA managing consulting projects for the Technology and Pharmaceutical industries, with clients such as; Microsoft, Dell and Pfizer.

On the Island, Peter has been working with a number of Financial Services and e-gaming companies implementing operational and service improvements. He has also been working with many of the Government Departments to implement lean improvements.

Application Form



1. Operational and Service Excellence Programme

- | | |
|--|-------|
| <input type="checkbox"/> The complete 6 day programme | £1500 |
| <input type="checkbox"/> Module 1—Operations strategy (1 day) | £ 325 |
| <input type="checkbox"/> Module 2— Lean Service to achieve Operational Excellence (2 days) | £ 650 |
| <input type="checkbox"/> Module 3— Service Excellence (2 days) | £ 650 |
| <input type="checkbox"/> Module 4—Sustaining long term improvement (1 day) | £ 325 |

(Note VAT is applicable to all of the above prices)

2. Personal and Contact Details

Title _____ Full Name _____

Male Female Date of Birth _____

Job Title _____

Organisation _____

Address _____

_____ Postcode _____

Daytime Telephone _____

Email _____

3. Why do you wish to attend this workshop?

Please include details of any specific challenge or development need that you hope to address during this course.

4. Please give brief details of your current role:

5. Emergency Contact(s)

Name(s) _____

Relationship to You _____

Telephone(s) _____

6. Training and Development Contact

Please provide details of the primary person responsible for Training and Development in your organisation.

Title _____ Full Name _____

Job Title _____

Daytime Telephone _____

Email _____

7. Payment Details

Your Source(s) of Funding:

Self Employer Other _____

Invoicing Details (if different to your address in Section 2)

Title _____ Full Name _____

Job Title _____

Organisation _____

Address _____

Postcode _____ Reference _____

8. Special Needs or Support

Please indicate if there are any special needs, eg food requirements, access requirements etc

9. Declaration

I declare that the information given on this form is correct.

I understand that I will be invoiced by Perfectnow Ltd, who administer and deliver the Workshop.

I agree to abide by the examination rules and regulations of the Isle of Man International Business School, APMG and accrediting partners

Applicant's Signature _____

Date _____

Please return completed forms to:

Peter Ginty, Isle of Man International Business School,
The Nunnery, Old Castletown Road, Douglas, Isle of Man, IM2 1QB

T: +44 (0)1624 693718 F: +44 (0)1624 665095 E: p.ginty@ibs.ac.im www.ibs.ac.im



Places on the course will be limited, so early application is strongly recommended.

Included in the course fee are all course materials, daytime refreshments and lunches.

Payment is due on receipt of invoice. All applications should include clear invoicing details:

1. **Payment:** Delegates will be invoiced following the completion of the course. Invoices will be raised by Perfectnow Ltd who administer and deliver the Executive Education workshops.
2. **Course cancellation:** courses are financially self-supporting, and a minimum enrolment is therefore necessary to make each course viable. If, because of low enrolment or any other reason, a course is cancelled then we will make every reasonable effort to give registered delegates as much notice as possible. In most cases an alternative date will be set for the course if this is not viable a full refund will be offered .
3. **Cancellation of course registration by a delegate:** this should be made in writing or by email to be received as soon as possible. Where notice of cancellation is received 15 or more working days before the course start date a refund may be possible. There is a cancellation fee of £75 of the course fees payable to cover administration costs, and the remaining balance of any fee payments received to date is refundable. If notice of cancellation is received within 14 working days before the course start date, the cancellation fee is 100% of the course fees payable.
4. **Substitution of delegates:** any registered delegate who cannot attend may be replaced by a substitute delegate at any time before or during the course. Registered delegates should contact us as far in advance as possible, giving full details of the substitute who will attend in their place. A completed registration form for the replacement should be forwarded . Thereafter, the same terms and conditions will apply to the replacement. Substituting in this manner will normally avoid incurring cancellation fees.
5. **Transfer to an alternative course:** any registered delegate who cannot attend the course which they have booked may apply to attend a later iteration of the same course. The delegate should contact us as far in advance as possible, giving full details of both the course from which they are withdrawing and the course which they would like to attend instead, and email a completed registration form for the new course to p.ginty@ibs.ac.im . Transferring in this manner will normally avoid incurring cancellation fees. However, there will be a £75 Late Transfer Fee if we are given seven or fewer days notice.
6. Through registering for a course applicants are deemed to have accepted the Terms and Conditions.

Please return completed forms to:

Peter Ginty, International Business School, Isle of Man University Centre, Old Castletown Road, Douglas, Isle of Man, IM2 1QB

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