**Course schedule**

**Day 1**

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| **Time** | **Content** |
| **Day 1** | |
| 08:30 – 10:00 | **Welcome and group introductions**  **General objectives and expectations**  **Common denominators on sector leaders** |
| *10:00 – 10:30* | *Coffee Break* |
| 10:30 – 12:00 | **Culture benefits and deployment**  **Creation of the organization’s culture** |
| *12:00 – 13:00* | *Lunch* |
| 13:00 – 14:30 | **The customer’s journey - the moments of truth** |
| *14:30 – 15:00* | *Coffee Break* |
| 15:00 – 16:30 | **Identifying your clients**  **Internal: Selection process / Training / Feedback / Empowerment**  **External: Needs / Expectations / Perception / Personalizing Service** |

**Day 2**

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| **Time** | **Content** |
| **Day 2** | |
| 08:30 – 10:00 | **Good morning review**  **Situational Leadership** |
| *10:00 – 10:30* | *Coffee Break* |
| 10:30 – 12:00 | **Communication**  **Loyalty and Recovery through service** |
| *12:00 – 13:00* | *Lunch* |
| 13:00 – 14:30 | **5 S Program** |
| *14:30 – 15:00* | *Coffee Break* |
| 15:00 – 16:30 | **Wrap up discussion**  **Review objectives** |