

## Draft for programme proposal :

<ul style="list-style-type: none"> <li>Title of the Programme</li> </ul>	Service Excellence Culture. Quality and Leadership in the Hospitality Industry.
<ul style="list-style-type: none"> <li>Topic addressed by the Programme</li> </ul>	Creation and leadership of a quality service culture.
<ul style="list-style-type: none"> <li>Description of the programme</li> </ul>	The program provides the guide to create a unique service culture that will serve as a competitive advantage and structure the business under excellent standards of quality management.
<ul style="list-style-type: none"> <li>Aim of the Programme</li> </ul>	The course provides the foundations of quality to excel in the service sector.
<ul style="list-style-type: none"> <li>Objectives of the project</li> </ul>	<p>Quality culture as the foundation for service excellence.</p> <p>Identify external and internal clients and their needs.</p> <p>The power of excellent leadership</p> <p>Communication</p> <p>Develop client loyalty and recovery programs through service.</p>
<ul style="list-style-type: none"> <li>Course Structure and Teaching Methods</li> </ul>	The course follows a dynamic methodology. A mixture of short lectures, exercises, role playing and team activities.
<ul style="list-style-type: none"> <li>Expected outcomes / At the end of the programme participants will be able to...</li> </ul>	<p>Create their own service culture.</p> <p>Have a new perspective on service excellence.</p> <p>Have a wider awareness over their true leadership and accountability.</p>

## Course schedule

### Day 1

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

### Day 2

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