

# Workshop on Service Oriented Professional

April 19 & 20, 2018

9:00 am to 6:30 pm

Venue: CEE@IBA, Karachi



## OVERVIEW

“Service Orientation” implies helping or serving others in order to meet their needs. It means focusing on discovering others’ needs and figuring out how to best meet them. It requires taking personal responsibility for continuously raising the standard of service for the client. The term client refers to both internal and external stakeholders including team members, peers, employees in other departments and external customers.

Every organization, regardless of the sector in which they operate, has both internal and external customers to serve. Having a Service Oriented Culture across all the functions in an organization is a must to have a competitive edge over others in the market. To develop a Service Oriented Organization, the journey starts from an individual employee, whether you go top down or bottom up. Creating Service Oriented Employees creates a Service Oriented Culture in an organization.

This two-day training program is designed to enhance service orientation in an employee.

## WHO SHOULD ATTEND?

This workshop is designed for all managers and individuals who would like to enhance their competency of Service Orientation towards their team members, peers, internal and external customers at their workplace.

## FACULTY

**Shuja Shams is a management development & HR consultant and also a certified Ken Blanchard Trainer.** Shuja has more than twenty years of work experience, primarily in HR and Operations Management. As a business graduate from IBA and a mechanical engineer, he started his career with ICI Pakistan Limited as a Management Trainee in 1997. He also worked for other prestigious organizations including Engro and Mobilink. Before his current role as Director and Principal Consultant at Excepace (Pvt.) Ltd – A Management Development firm - Shuja's last assignment was with Mobilink as Director HR Business Partners. At Mobilink, Shuja also worked in Amsterdam on an international assignment and conducted project rollout workshops at Rome, Moscow, Kiev, Astana and Dhaka. Shuja is also a visiting faculty at IBA and conducts lectures on Organization Development and Strategic HRM.

## LEARNING OUTCOMES

Following are the learning outcomes for the participants, after attending the workshop they will be able to:

1. Understand the concept of Service Orientation.
2. Learn the fundamentals of Service Orientated Mindset for developing and implementing a Service Oriented Behavior.
3. Have in depth understanding of a Service Excellence Framework that is required to practically implement Service Excellence at their workplace.
4. Learn the required interactive skills that support the Service Excellence Model.
5. Practice to adopt and implement Service Excellence Mindset, Framework and Essential skills at work place by developing a Self-Analysis and Gap Analysis based Action Plan to achieve Service Excellence.
6. Be able to apply the learnings of the workshop at the workplace by using the post training job aids tools provided during the training.

## TOPICS COVERED

The learning begins with making the participants understand the service-oriented-mindset first.

Participants will also be introduced to a very robust and practical framework – Service Excellence Model – containing three main pillars called as Expectation Management, Relationship Management and Feedback Management to develop 'service orientation' in them and take it to the maximum level of excellence. For each element of the framework, participants will learn about the various associated behavioral competencies and practice them through engaging activities and simulations.

Participants will also learn three essential skills – Listening, Inquiring and Connecting - required for effective implementation of the service orientation model competencies in their work-related behaviors.

The program also gives an opportunity to the participants to perform a self-analysis and gap-analysis of their service orientation level through a survey. They will then develop an Action Plan for post training implementation at their work place to bridge the gaps found in their Service Orientation.

## Workshop Fees PKR 35,000/participant

Inclusive of Course material IBA Workshop Certificate Lunch Refreshments & Business networking

Experience

## EXECUTIVE EDUCATION

Centre for Executive Education, IBA, Karachi

Center for Executive Education (CEE)  
Institute of Business Administration City Campus.  
Off Garden Road, Karachi-74400.

### For Further Information

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