



# SERVICE LEADERSHIP PROGRAM




Create a high performing workplace culture

- Elevate the employee and customer experience
- Drive business results through efficient and effective practices

The Service Leadership Program is an innovative Executive Program that teaches organizations and communities to create effortless and personal customer experiences. It uses a proven method to help leaders build the strategy and systems that shape a customer-focused culture.

**We teach everything about great service in 3 modules:**

  
**Service Quality**

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Moments of Power to Elevate the Customer Experience - Live workshop

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Ace the 3RS  
online


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Moments of Power  
online

  
**Strategy**

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Develop a Service Strategy  
live/online

  
**Systems**

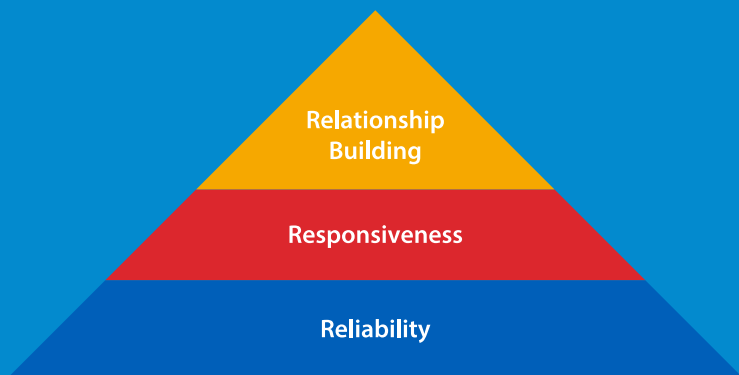
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Build a Strong Service System  
live/online

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Coaching for Better Performance  
live/online

## Build a high-performing service culture based on the 3Rs:



### We offer

**Content** – based on science – that is easy to refer to and guides decisions.

**A tested & proven program** to build a customer-centric organization.

**Customization and Co-branding** - allows you to control the content, process and tools to make a lasting impact on employees, customers and financial results.

### Connect with us

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### FACTS & NUMBERS

Likelihood-to-recommend score for live workshops:

9 on a scale of 1 to 10

No. of participants since 2014:

31,000+

Number of online tutorials:

5



"Listening to Mark is like attending a TED talk. He keeps you on the edge of your seat for 3 hours! He takes a serious business topic, adds lots of humor and makes it very relevant for your organization."

**Andrew Turner, Vice President,  
Business Solutions at TELUS**



Since 2014, The University of Victoria and Whistler Chamber have partnered on The Whistler Experience®, a community initiative to help Whistler create outstanding service experiences.

#### The Whistler Experience® has shown meaningful results and won impressive awards:

**2018**  
Chamber Innovation Award - Medium Chamber First Prize

**2017**  
AACSB Innovations that Inspire - Winner

**2017**  
World Chambers - Finalist