

BLENDING MODEL - LIVE ONLINE & IN-PERSON

## Certified Expert in Service Design, Strategy & Leadership (SDSL) Program

The lack of robust service strategies in organizations is the key reason why brands fail. Post Covid-19 statistics show that 85% of brands that emerged strong after the pandemic, did so because of the lasting brand experience they offer their customers. This success is predicated on the value-creating service strategies they employed before and during the pre-pandemic years. The program is therefore designed to enhance the need for business executives to design, develop and implement competitive service strategies for their brands. Yet, even the best-designed service strategies are most successful only when implemented by dynamic leadership. It is therefore imperative for Executives to have the right leadership skills for service visions and strategies to succeed.

This program is therefore designed to equip senior Executives with practical service strategies and leadership tools to ensure that their customers obtain a lasting brand experience as they encounter every single touchpoint of the service process.

### PROGRAM DIRECTOR

Prof. Kofi Osei Frimpong  
*Associate Professor*  
*UMGP - Africa Business*  
*School of Marketing*

### DURATION

*7 days over 2 months*

### INTAKE

*Jun - Aug*  
*Sep - Nov*

### TUITION FEE

*GHS 3,500.00*

### PAYMENT TERMS

*50% before*  
*program starts*

*40% during*  
*program sessions*

*10% before*  
*program ends*

### CONTACT

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*Program dates, facilitators and fees are subject to change.*



### PROGRAM BENEFITS

- Assess the effectiveness of service strategies and current brand management activities
- Design bespoke service strategies for their organizations
- Design and promote an organizational culture that will support consistent delivery of excellent brand experience throughout each customer touchpoint
- Design and implement quality processes to raise the level of employee experience
- Develop and enhance appropriate leadership visions and skills needed to deliver service strategies
- Design bespoke brand management systems to increase efficiency in service delivery
- Identify best practices for managing employees effectively to enable them to implement service strategies
- Design sample service strategies for their products and services
- Develop an innovation leadership canvas to lead service and brand management across functional areas
- Design bespoke brand management systems based on the entire service touchpoints across all organizational functional areas
- Design strategic plans for monitoring the delivery of seamless brand experiences across all organizational functional areas.



### PARTICIPANT PROFILE

- Marketing, Operations, or Business Development Executive
- New Product or Service Developer
- Marketing Executive
- Customer Service or Customer Advocacy Manager



### OBJECTIVES

- Understand the need to develop unique service strategies for their products and services

## SERVICE DESIGN, STRATEGY & LEADERSHIP (SDSL) PROGRAM

### FACULTY

Prof. Kwaku  
Atuahene-Gima  
*Founder & President, NiBS*

Prof. Kofi  
Osei Frimpong  
*Associate Professor  
UMGP - Africa Business  
School of Marketing*

Mr. Ebo Richardson  
*Consultant in  
Organisational Strategy  
& Change, Digital Transformation,  
& Technology Architecture*

### GUEST SPEAKERS

Mad. Gillian Hammah  
*Chief Marketing Officer,  
Databank Group*

Mad. Adoma Peprah  
*General Manager, Fintech,  
Business Development & Expansion,  
MTN*



### PARTICIPANT PROFILE

- Business Development Manager
- Service Operations or Service Quality Manager
- Professionals of any kind who must understand how to use services as a source of competitive advantage.



### PROGRAMS

#### MODULE 1

Nature of Services and Service Strategy

#### MODULE 2

Employee & Customer Experience Management

#### MODULE 3

Service Quality

#### MODULE 4

Service Leadership



### LEARNING METHODS

- On Campus (In-Person)
- Live-Online



### CERTIFICATION

Upon completing the program, you will earn a certificate as a:

- Certified Expert in **Service Design, Strategy and Leadership (SDSL)**

