

## **About Customer Service Academy of Jamaica Limited (CSAJ)**

***“A focused future with satisfied clients”***



The Customer Service Academy of Jamaica Limited (CSAJ) is the preferred source of customer service and related training for smart companies and organizations, whose employees interface with customers.

The company is seen by its many clients as a compelling place to do business with. CSAJ works in partnership with its' clients to deliver cutting edge, high quality products designed to produce tangible results and to help establish 'best practice' performance and prepare organizations for sustainability.



City and Guilds of London Institute was established in 1878 following a meeting of 17 of the City of London's livery companies, the traditional guardians of apprenticeships and work place training. Its aim was to establish a national system of technical education.

City and Guilds of London Institute has worldwide recognition and offers learners over 500 qualifications in 28 industry areas – so that they can learn skills that equip them to fulfill their career ambitions or enrich their leisure time. City and Guilds of London Institute qualifications are valued by employers because they are developed in conjunction with key industry bodies – so they are always relevant and up to date.

City and Guilds of London Institute qualifications offer clear pathways to progression, spanning from entry level to the equivalent of a postgraduate degree. They offer a wide range of senior awards and higher level qualifications to professionals who want to get their abilities recognized by a name that count.

Traditional qualifications offered by City and Guilds of London Institute are not always appropriate to every business environment. As a consequence City and Guilds of London Institute developed an accreditation programme, enabling qualified companies to offer certificate programmes with a 'badge' of approval from City and Guilds of London Institute.

## **About the Programme**

The Certificate in High Impact Leadership is designed for managers and supervisors who want to improve their leadership skills and become more effective coaches, cheerleaders and nurturers of champions.

## **Programme Objectives**

Upon successful completion of this programme, participants will be able to:

- ♣ Know the common definitions of leadership
- ♣ Know the five major characteristics of a stepping-out-with-confidence leader
- ♣ Identify the way forward for the developing leader
- ♣ Be able to employ best practices in staffing
- ♣ Be able to develop employee retention strategies
- ♣ Be able to employ the thirteen principles for managing people effectively
- ♣ Know how to measure the organizational climate at the workplace
- ♣ Embrace the guidelines for managing the human side of change

## **Programme Content**

- ♣ Measuring the organizational climate of a business
- ♣ Organizational survival in the 21st century: leadership, people, constant innovation, care of customers

- ♣ Common definitions of leadership
- ♣ The Leadership Qualities of the Manager
- ♣ The Manager-Employee Relationship
- ♣ Some Considerations for Managing Tomorrow
- ♣ The Manager's Role in setting clear standards; motivating employees; building a positive organizational climate; building a great team; empowering employees; listening and communicating; delegating responsibilities; stimulating innovation
- ♣ Defining a Service Strategy
- ♣ The Components of a Customer Service Culture
- ♣ The Three Components of Strategic Success—customer strategy, competitive strategy, and employee strategy
- ♣ Managing the Human Side of Change

## **Programme Methodology**

Highly interactive workshop involving individual and group work, discussion, role play, video/DVD presentation.

## **Programme Evaluation**

The final examination will consist of a 2-hour multiple choice examination of 100 questions. Candidates would need to obtain a pass mark of at least 60% to be successful.

## **Why Certification—“Certify today and be relevant for the future”**

In today's competitive environment exceptional customer service should be an integral part of the company's strategy and mission. In order to deliver on these goals, organization and individuals need to achieve and maintain superior levels of performance which means continuously improving and being better

than the competition. Certification is an objective way of ensuring continuous development, standardized recognition global recognition in a competitive environment.

Certification validates the knowledge, skills and expertise of the professional in the respective industry. Certification provides concrete markers of development and signals a commitment to the profession. Once certified, you use your designation to identify your professional status in the industry.

### **What does the Certification Fee cover?**

#### **Fee include**

- Course materials
- Accredited certificate for successful participant
- Review session
- Examination session



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**CUSTOMER  
SERVICE  
ACADEMY OF  
JAMAICA LTD.**

### **Certificate in High Impact Leadership**



**Accredited by  
City & Guilds**