

CUSTOMER SERVICE ACADEMY OF JAMAICA LIMITED

CERTIFICATE IN
HIGH IMPACT LEADERSHIP

CONTENT DOMAIN

CERTIFICATE IN HIGH IMPACT LEADERSHIP

Overview:

This 3-day (18-hour) certificate program will improve tremendously the leadership skills and competencies of managers and supervisors. They will become more effective coaches, cheerleaders, nurturers of champions, and more effective change agents.

General Objectives:

This certificate program is designed to:

- ✳ Reinforce managers' understanding of the role of the leader in managing people, caring for customers, and promoting constant innovation at the workplace.
- ✳ Inculcate in managers and supervisors the importance of their commitment to hiring good people; setting clear standards; training them well; motivating them; acknowledging and rewarding them; building a positive organizational climate; building a great team; empowering them; delegating responsibilities; and listening and communicating well.
- ✳ Provide them with an understanding of the importance of customer service in the success of service organizations.
- ✳ Provide them with the tools to manage the impact of change on employees.

Program 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

Program Methodology:

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

Program Evaluation:

The final evaluation 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.