GE1220
Enhancing Your SERVICE LEADERSHIP in the 21st Century

Course Highlights
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Course Highlights

• Background
• Objectives/Themes
• Approaches & Facilities
• Assessments
The great shifts

- Hunting & gathering
- Agriculture era
- Manufacturing era
- Service era
- Service+++ era
High ratio of “services” in GDP: a trait of advanced economies

HK: 92%
US: 77%
Japan: 76%
Germany: 72%
China: 43%

Source: Zeithaml et al., 2013; Chapter 1, page 7
Buying goods or the utility (benefits) of the goods?
Every business is essentially service business
Service-oriented organizations

Service adds value, thus adds revenue

Service+++ oriented organizations
Some definitions

SERVICE
• The application of specialized competence (knowledge, skills, technologies) through deeds, processes and performances for the benefit of another entity or the entity itself (Vargo & Lusch, 2008)

SERVICE LEADERSHIP
• Satisfying needs by consistently providing quality service to everyone one comes into contact with, including one’s self, others, communities, systems and environments (Chung, 2011)
The new world needs a new TYPE of LEADERS, a new APPROACH to solving “service” problems

SERVICE LEADERSHIP

- Leaders who has strong service innovation skills
- Not authoritarian but Einstein-ian
- Design thinking & systems thinking
- Personal operating system (soft, humanistic skills)
- Socially responsible attitude & actions
Personal operating systems

Personal software systems

Reference: Chung (2011)
Disneyland tackles major theme park problem: Lines

Visitors wait in line at the Space Mountain attraction at Walt Disney World in Orlando, Fla. Disney has installed 87 game stations along the way to entertain visitors while they wait. Games, about 90 seconds in length, involve simple things like clearing runways of asteroids.

Insight: there is a cultural shift towards impatience (fed by videogames and smartphones)
Insight: Rounding off daily transactions makes life more convenient.
SERVICE LEadership

a multidisciplinary area of study and practice

suitable for students from all disciplines
Course Objectives

• Exposure to the latest thinking in Service Leadership
• Awareness and sensitivity towards “services” ecosystem
• Theory, tools, strategies to create Service Innovations
• Reflect on personal journey as service users
• Develop new, innovative services
Approaches & Facilities

- Discovery oriented learning & practice
- Guest speakers (i.e. experienced practitioners)
- Self reflections & asking questions in class
- Applied games (e.g. Marshmallow Challenge, Leadership Game, etc)
- DIY sessions in the GE Lab
Highlights of Lecture Topics

• Leadership & Service Leadership concepts/theories
• Elements of services management & gaps
• Service innovation tools (e.g. design thinking, exaptation, bricolage)
• Human-centric user requirement study
• Customer rights, Ethics, Integrity
• Guest speakers sharing their service innovation models & tips
Assessments

• **Service Diary:**
  - Reflect your own two “critical incidents” in service encounters
  - Incident, feelings/thoughts, expectation, reactions, referencing
  - 400 – 500 words
  - Dateline: **Week 7, Oct 22, at 15.30**
  - Check the course outline for more details

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Assessments

- **Group Project Presentation**
  - “show-and-tell” presentation on a service problems project of your choice
  - Length: max. 30 minutes (TBA later)
  - Submission dateline: Week 10, Nov 12th, 15.30.
  - Show-and-tell time/date: usual class time on Week 10, Nov 12th
  - GE Lab has been booked for you
  - Clarity, creativity/innovativeness, realism, use of relevant theories etc
  - Check the course outline for more details

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Assessments

- **Group Project Report**
  - Description of your service innovation project in written format
  - Approx. 2000 words (excl. references, appendices)
  - Submission dateline: **Week 10, Nov 12th, 15.30**
  - Clarity, creativity/innovativeness, realism, use of relevant theories etc
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Assessments

• **Short Test**
  - 3 short answered questions (approx. half a page per question)
  - Theory/concept/exercise/tools
  - Class revision on the same day

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Assessments

• **Criteria for Passing the course**
  • Based on the final cumulative marks according to each component’s weighting

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DIY model of group membership (for GE1220)

- Students to create groups (no more than 12 groups in total)
- Be a “multidisciplinary” group, at least one engineering/science major per group
- Pick a “name” for your group
- Each group to report who’s present/absent in class every week
References

