Monday March 30

12:30 p
Room Opens, Light Refreshments
McCord Hall 4th Floor, Room 422

1:00 p
Institute Welcome and Opening
Douglas Olsen, Ph.D.
W. P. Carey School of Business

Excelling at Services by Closing the Gaps
Mary Jo Bitner, Ph.D.
Center for Services Leadership, W. P. Carey School of Business

Break

Excelling at Services by Closing the Gaps, Continued

Wrap-Up/Application

5:15 p
Session Ends

5:15 – 7:00 p
Networking Reception
Oasis Room and Patio
McCord Hall 4th Floor, Room 450

Tuesday March 31

8:00 a
Room Opens, Continental Breakfast
McCord Hall 4th Floor, Room 422

8:30 a
What Will Happen Next? Technology Creates New Winners and Losers
R. Gary Bridge, Ph.D.
Snow Creek Advisors, LLC and Cisco Systems (Ret.)

Break

Service Blueprinting: Building Services from the Customer’s Point of View
Amy Ostrom, Ph.D.
Center for Services Leadership, W. P. Carey School of Business

12:30 – 1:45 p
Networking Lunch
Oasis Room and Patio
McCord Hall 4th Floor, Room 450

1:45 p
Doing Well by Doing Good: Combining Strategy for Services with Corporate Social Responsibility to Produce Value for Customers and Profit for Shareholders
Roger Hallowell, Ph.D.
HEC Paris Executive Education

Agenda Continued Other Side
Tuesday March 31 Continued

Break

Doing Well by Doing Good, Continued

Wrap-Up/Application

5:00 p  Session Ends

Reception at Desert Botanical Gardens
201 N Galvin Pkwy, Phoenix, AZ 85008

Wednesday April 1

8:00 a  Room Opens, Continental Breakfast
McCord Hall 4th Floor, Room 422

8:30 a  Growing Services Solutions
Stephen W. Brown, Ph.D.
The INSIGHT Group, CSL and W. P. Carey School of Business

Break

Can You Copy the Inimitable? Lessons Learned from the Four Seasons Culture
David E. Bowen, Ph.D.
Thunderbird School of Global Management, W. P. Carey School of Business

11:45 a – 1:15 p  Lunch and Faculty Office Hours with Drs. Ostrom, Olsen and Bitner
Oasis Room and Patio
McCord Hall 4th Floor, Room 450

1:15 p  The Journey to Customer Centricity
Steve Church and Terry Cain
Avnet, Inc.

Reinventing the Wheel: The Science of Creating Lifelong Customers

Break

Overcoming Barriers to Change Within the Organization
Douglas Olsen, Ph.D.
W. P. Carey School of Business

Wrap-Up/Application

5:00 p  Session Ends