



Developing Customer-Focused Organizations

Now, more than ever, Federal managers must generate public value and ensure customer satisfaction. This requires a solid understanding of your customers and how to keep the focus on them. This five-day course will help you gain the skills and knowledge needed to generate and sustain public value.

- Understand why being customer-focused matters in Government.
- Learn to cultivate strong customer relationships by studying cutting-edge business practices and public service research.



By the People, For the People: Create Value in Citizen-Centered Government

It's the responsibility of Federal leaders to deliver real customer value while keeping pace with ongoing challenges and expectations. Through thought-provoking discussions, simulations and hands-on projects, you'll emerge from this seminar with the tools for managing citizen engagement and cultivating strong customer relationships.

SKILL IMMERSION

COMPETENCIES

- Customer Service
- Public Service Motivation
- Human Capital Management
- Accountability
- Partnering

ACADEMIC CREDIT

2 Graduate credits may be available upon completion.

LOCATIONS

Eastern Management Development Center in Shepherdstown, WV

This training facility is 70 miles from Washington, DC in the Blue Ridge Mountains above the Potomac River.

Western Management Development Center in Aurora, CO

This facility offers a campus-style learning environment convenient to both Denver and the majestic Rocky Mountains.

For class schedule, please go to www.leadership.opm.gov

“The class as well as the instructors and students reminded me of why I chose to work in Federal Government. That is, to serve the people. Ensuring that our customers are happy is a means of achieving that goal.”

Register Now for the Developing Customer-Focused Organizations Seminar

This seminar is designed for managers, project leaders and others who are accountable for achieving excellence in customer service.

Government leaders looking to improve employee engagement in order to better serve the customer mission will also benefit from this course.

Positive Customer Relationships Encourage Organizational Excellence

- Learn how to engage employees to serve the customer mission
- Develop valid and useful performance measurement strategies in the context of customer service
- Understand current Administration initiatives for customer engagement
- Create an initial blueprint for a strategic plan that integrates all course content

“The information I received was a value add to my commitment to public service.”

TUITION

\$3,500

Tuition includes materials, meals and lodging.

LEAD

This seminar meets the supervisor track requirements of the LEAD Certificate Program.

Leadership Education & Development Certificate Program—A complete leadership development curriculum for current and aspiring government leaders, providing official recognition of achievement at every level. For more info, go to www.leadership.opm.gov/certificates/LEAD/index.aspx

RECOMMENDED PRIOR COURSES

Team Development Seminar

Management Development Seminar I

SUGGESTED FOLLOW-ON COURSE

Management Development Seminar II

For class schedule, please go to WWW.leadership.opm.gov

2 Jul 2012

Three Ways to Register

1. [Register Online at www.leadership.opm.gov](http://www.leadership.opm.gov)
Initiate course registration with your Government Purchase Card payment, the fastest way to reserve your space. Use your own agency-specific procurement forms. Once we have received your payment, you will receive confirmation within two business days.
2. [Fax a Registration Form found online](#). This form can be used for courses at the Federal Executive Institute or Management Development Centers.
3. [Contact a Representative Customer Service Office](#):
Toll Free: 888-676-9632
Phone: 304-870-8008
Fax: 304-870-8078
TDD/TTY 304-870-8066
Email: register@opm.gov



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