This program is designed to help leaders of service businesses create an organization that delivers superior value to customers, shareholders, and employees simultaneously, while also driving high performance and revenue. The course will leverage a systems perspective to frame discussions around key elements of the Good Jobs Strategy, including: making operational choices that increase productivity and the contribution of a workforce; investing in employees to create a capable and motivated workforce; and encouraging a value system that emphasizes customers, employees, and continuous improvement. As part of this program, you (and a sample of your frontline employees and managers) will complete a good jobs strategy assessment survey in advance of the course. The program content, combined with the data from the surveys, will help you identify key areas for improvement and provide instruction on next steps for your organization.

Please visit our website for the most current information.

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TAKEAWAYS

You will learn:

• Key drivers and cost of mediocrity in organizations
• How customer focus, employee management, work design, and improvement systems work together to create excellence for all stakeholders
• The importance of a systems perspective that includes leadership, strategy, operations, and human resources for implementing the Good Jobs Strategy
• Critical elements of a good job for frontline employees
• How to design an operating system that thrives financially while offering good jobs

WHO SHOULD ATTEND

• Senior executives of business with a frontline workforce such as retail, hospitality, health care, distribution, call centers, etc.
• Upper- to senior-level managers who are responsible for or make strong contributions to their company’s strategy, vision, and operational priorities

When retailers view labor not as a cost to be minimized but as a driver of sales and profits, they create a virtuous cycle. Investment in employees allows for excellent operational execution, which boosts sales and profits, which allows for a larger labor budget, which results in even more investment in store employees.

– Zeynep Ton

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*Please note, faculty may be subject to change.