



PROGRAM ENDORSED BY



سلطة واحة دبي للسيليكون
Dubai Silicon Oasis Authority

CORPORATE AND CUSTOMER HAPPINESS PROGRAM

PROGRAM OVERVIEW

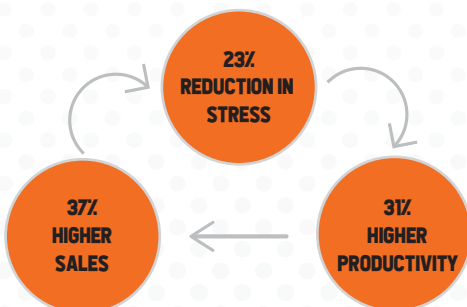
People who are happier at work are more committed to their organization, rise to positions of leadership more rapidly, are more productive and creative, and suffer fewer health problems.

More and more, research is suggesting that happiness should not be an afterthought for workplaces; it should be an essential goal, entwined with the kinds of 21st century skills that are key to individual and organizational success today. But how can you increase happiness at work within yourself and across your organization?

In the Corporate and Customer Happiness program, you will learn the hallmarks and benefits of a happy workplace, and you'll come away with concrete, research-based strategies you can implement—individually or in teams—to boost your own emotional well-being, support the well-being of colleagues and employees, and foster a workplace culture of happiness.

All lessons in the program are based on the most up-to-date scientific research, particularly from the fields of psychology, business, and neuroscience. The program will educate senior professionals on the key concepts of happiness and give you the tools which will help you bring the concept of happiness back to your organization.

The course provides access to the latest research on the subject and provides you with practical ideas and frameworks that will help you accelerate the drivers of happiness and help you apply these ideas in your workplace.



PROGRAM METHODOLOGY

The program is delivered by international Subject Matter Experts. Modules are designed to use the most practical approach to deliver the course, using the most effective learning techniques. Participants can expect the following during the course of the program:

- ▷ Lecture modules delivered by subject matter experts.
- ▷ Use of cutting edge tools on various topics covered in the program.
- ▷ Access to research repository on the subject.
- ▷ Case studies discussion
- ▷ Class room activities.
- ▷ Project work.

OBJECTIVES

- Through this program RIT Dubai aims to help you to:
- ▷ Understand the scientific and practical notions of happiness in a professional environment.
 - ▷ Understand how to evaluate and assess an organization in terms of individual and corporate happiness and the related constructs.
 - ▷ Understand leadership strategies and techniques that can increase happiness and apply them in corporate environment.
 - ▷ Application of corporate happiness concept understood during the diploma by the creation of a Corporate Happiness Strategic Plan for their organization.
 - ▷ Become expert in current best practices of corporate happiness measures in both the UAE and beyond.
 - ▷ Develop customer engagement and happiness strategies and plans and couple it with corporate happiness ones.

NOTE: This diploma is a professional training one and hence it is not endorsed by KHDA or Ministry of Education.

MODULE 1: 6 - 8 NOVEMBER, 2018 INTRODUCTION TO HAPPINESS AND STRATEGIES OF HAPPINESS

The Science of Happiness: Introduction to current scientific happiness research that identifies the most important factors that have been proven to influence a person's general happiness.

Happiness in Different Cultures: Since the UAE hosts people from many nationalities and cultures, understanding happiness in various cultures is critical.

The Assessment of Happiness: Introduction to different assessment tools that can measure happiness in your organization. We will critically assess each tool and also explore the potential dangers of happiness measurement.

Linking Dubai Happiness Agenda with UAE Happiness, and covering the Happiness framework.

Developing a corporate happiness strategy & Developing the implementation plan.

CASE
STUDY



A Case Study of Bhutan's Gross National Happiness Index Strategy to Achieve Sustainability created by Prime minister Tshering Tobgay

MODULE 2: 11 - 13 DECEMBER, 2018 FOCUS ON INDIVIDUAL STRENGTHS

- Introduction to neuroscientific Approach to Happiness.
- Self-Awareness & Social Awareness.
- Identify & understand your and others unique and amazing neurological design, strengths and your unique potential.
- Identify the level of your and others 12 EQ competencies.
- Working with unique potential and emotional intelligence.
- Stress Resilience.
- Develop a happy mindset in your organization.
- Organizational awareness.
- Enabling Social Cohesion in your organization.

Module includes completion of the following profiles prior to attendance - Learning Receptiveness Profile (LRP) - 12 Emotional Intelligence Competencies Profiling

Becoming a strengths based organisation – The Facebook case study

CASE
STUDY



MODULE 3: 15 - 17 JANUARY, 2019 ENGAGING TEAMS AND ORGANIZATION

- Tools to create and empower a high performing team that will create a customer centric culture for internal and external customers.
- Gain knowledge and tools to create shared visions and manage effective project teams to make positive changes in an organization.
- Gain a base of successful leadership skills to make a positive impact on teams within any organization.
- Learn and embrace the principles of building a learning organization that can foster high performing teams.
- Ability to choose the right members for effective teams and incorporate the attributes of a highly effective team.
- Learn to change within to change your Culture-Self-help techniques.

What did Google discover about teamwork after halfcentury of academic studies and studying more than 100 groups a year

CASE
STUDY



MODULE 4: 19 – 21 FEBRUARY, 2019 CRAFTING CUSTOMER EXPERIENCE FOR CUSTOMER HAPPINESS

- Intro to Customer Experience for customer happiness.
- Understand how to deliver optimal customer experience.
- Customer Journey Mapping.
- Building a Customer Engagement culture.
- Employee Engagement & the power of happiness for improved customer happiness.
- Empathy & its role in building customer experience.
- Emotionally Intelligent customer service.
- Final assignment – team presentations.

CASE
STUDY



How Zappos win the heart of customers by putting their core values into business?

SUBJECT MATTER EXPERTS:



AHMED BALUCH

Chief Executive Officer Amplify, Dubai

Mr. Baloch's areas of expertise is in HR consulting, mentoring and coaching in Leadership, Strategic Management and Planning, Crisis Management and other personal effectiveness skill sets. He has recently successfully assisted organizations in the strategic research and implementation of Happiness initiatives and has to date trained over 120 Executives and Managers in Happiness and Life balance. Mr. Baluch is also facilitator for US, UK, Ireland and Canadian Management Institutes in various countries including Indonesia, US, Singapore, Qatar, Pakistan, India and the Philippines.



DR. MARVIN DEITZ

Founder of DNA Digital Marketing

Dr. Marvin is an innovative full service digital marketing agency known for its pioneering of the proprietary customer management relationship tool, My Special Days. Marvin is currently a Professor for Customer Centricity and Project Management Master's level classes at Rochester Institute of Technology in the International School of Service Leadership in Dubai, Croatia and the Dominican Republic. He has held executive leadership positions at Oneida Limited (130-year-old china and flatware company) as Senior Vice President of Global Marketing, and has held senior-level marketing positions at Rich Products.



ANESH JAGTIANI

Author

Born and brought up in Kuwait, Anesh Jagtiani has worked in the Middle East his entire career. He's the author of the book Achieving Extraordinary Productivity – How to boost your health & energy, improve focus and double your productivity in 48 hours! Anesh has designed and delivered 103 programs for companies in GCC from 2007 on Inclusive Leadership, Influence, Productivity, Mentoring, Delegation, Happiness, Negotiation, Customer Centricity and Millennials valued at \$2.7 million. He's also the creator of the Rapid Productivity System audio program. Anesh worked in the Private Banking industry for 14 years managing portfolios of high net worth investors. He was with ABN AMRO and Deutsche Bank managing client assets of \$150 million consisting of equities, bonds, mutual funds, hedge funds, currencies and private equity. He was the Vice President of Deutsche Bank, Private Banking at DIFC in 2007 before he switched his career to Organisational Change and Leadership development.

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