

Managing Excellence in Hospitality & Transport

Hospital Management
Casablanca (Morocco)
03 - 14 Mar 2025

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Managing Excellence in Hospitality & Transport

Ref: 321564_141074 **Date:** 03 - 14 Mar 2025 **Location:** Casablanca (Morocco) **Fees:** 5600 Euro

Introduction

Hospitality has become a primary and leading excellence benchmark for the performance a best-in-class healthcare organization delivers on quality, safety and service. The patient experience is a journey that can take a healthcare organization to the top of the patient care league. However, if not efficient, it can also have an adverse impact on an organization's reputation and sustainability. This course provides participants with the knowledge and skills to design and implement a patient experience-based framework to improve the overall performance of their organization.

Course Objectives of Managing Excellence in Hospitality & Transport

- Attract and engage customer-focused employees
- Build Service Level Agreement SLA to provide the best, yet efficient internal services
- Build a coaching culture that supports consistent exceptional care and service
- Identify and address the different needs of various stakeholders in Healthcare
- Design a framework that boots hospitality in healthcare

Managing Excellence in Hospitality & Transport Course Outlines

Day 1

The Foundations of Facility Management in hospitals

- Key concepts
- Core competencies
- Roles and responsibilities

Strategic Facility Planning

- Facility managementstrategic options
- Outsourcing facility functions
- Supplierselection
- Facility location
- Site criteria considerations

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Day 2

Facility Transportation & Safety

- Key issues
- Utilizing space
- Stakeholder management
- Risks vs. safety
- Balancing logistical services among all stakeholders

Day 3

Facility Management Strategies in hospitals

- The business context and drivers
- Strategy formulation, analysis, development and implementation
- FM Strategy checklist Security, Transport, Food,
- Design a framework that boots hospitality in healthcare

Day 4

Engineering planning and design

- Design requirements and layouts
- Approaches for furniture planning
- Closed plan approach
- Open plan approach
- Space and furniture considerations
- Criteria matrix
- Adjacencies matrices
- Relationship diagram
- Bubble diagram
- Block planning

Day 5

Maintenance and operations management

- Emergency maintenance
- Corrective maintenance
- Preventive maintenance
- Predictive maintenance
- Facility security

Day 6

Facility Financial Management

- Evaluating alternative plans
- Ranking the alternatives
- Weighted factor comparison
- Facility budgeting
- Common ratios and trend analyses

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- Capital budgeting evaluations

Day 7

Attracting and engaging customer-focused employees Hospitality

- Attributes and benefits of an engaged workforce
- Innovative techniques to hire a patient-centered workforce
- Strategies for recognizing employee commitment to patient experience
- Fostering employee engagement

Day 8

Creating a coaching culture

- Core coaching concepts in healthcare
 - The coaching process
 - Adopting a coaching culture through leaders and influencers
 - The impact of coaching on the quality of care and services
 - Other leadership techniques
- The way forward: Summary & recap

Day 9

Building consensus, commitment, and cooperation

- Principles of ethical leadership
- Ethical dilemmas faced by leaders
- Identifying techniques for building consensus
- Describing how to secure commitment and cooperation to your change initiatives
- Exploring the stages of effective change management
- Creating healthy inter-departmental cooperation and communication

Day 10

Leading organizational communication

- Controlling and managing rumors
- Dealing and managing office politics
- The four types of grapevine chain
- Leading cultural change
- Transparency in an organization: how far should we go?
- Choosing the right channel for communicating your message
- Communicating and leading your organizational vision, mission and values

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