



"Keeping the Internal  
Customer satisfied.  
Building stronger  
employer-employee bonds."

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# SHARE TO LEAD

*28th & 29th September*

2<sup>ND</sup> SHARE NATIONAL  
CONVENTION FOR HEADS  
OF ENGLISH AND  
ADMINISTRATORS



**SHARE EDUCATION**

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# KEEPING THE INTERNAL CUSTOMER SATISFIED

BUILDING STRONGER  
EMPLOYER – EMPLOYEE BONDS



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**INSTITUTO SUPERIOR CULTURAL BRITÁNICO**

# GOING FROM TEACHER TO TEACHERPRENEUR / DIRECTOR



# GOING FROM TEACHER TO TEACHERPRENEUR / DIRECTOR WHY?

You want:

- To lead a team successfully
- To do it your way
- To offer high quality education
- Gain a reputation in your community
- To provide modern, superior learning tools
- To offer innovative learning strategies
- To generate a better income



# GOING FROM TEACHER TO TEACHERPRENEUR / DIRECTOR HOW?

You have to:

- Improve your business know-how
- Choose your school type
- Work on an integrated MKT plan
- Work on publicity
- Focus on the image you want to project



# INSTITUTIONAL TRAITS YOU SHOULD AVOID

- Being autocratic, distant, unsupportive
- Being improvised, unprofessional, disorganized
- Having a conflict between business and educational goals
- Not having a strategy
- Having a high turnover of staff
- Having dissatisfied, alienated, conflictive staff
- Hiring inexperienced, uncommitted staff



# HOW TO MAKE IT WORK

- Hire and develop committed, experienced and qualified staff
- Foster an atmosphere of trust between both your internal and external customer
- Develop a sense of belonging. Help your staff to understand your vision
- Provide a stable, secure and warm atmosphere
- Appraise your staff and offer a permanent professional development for them

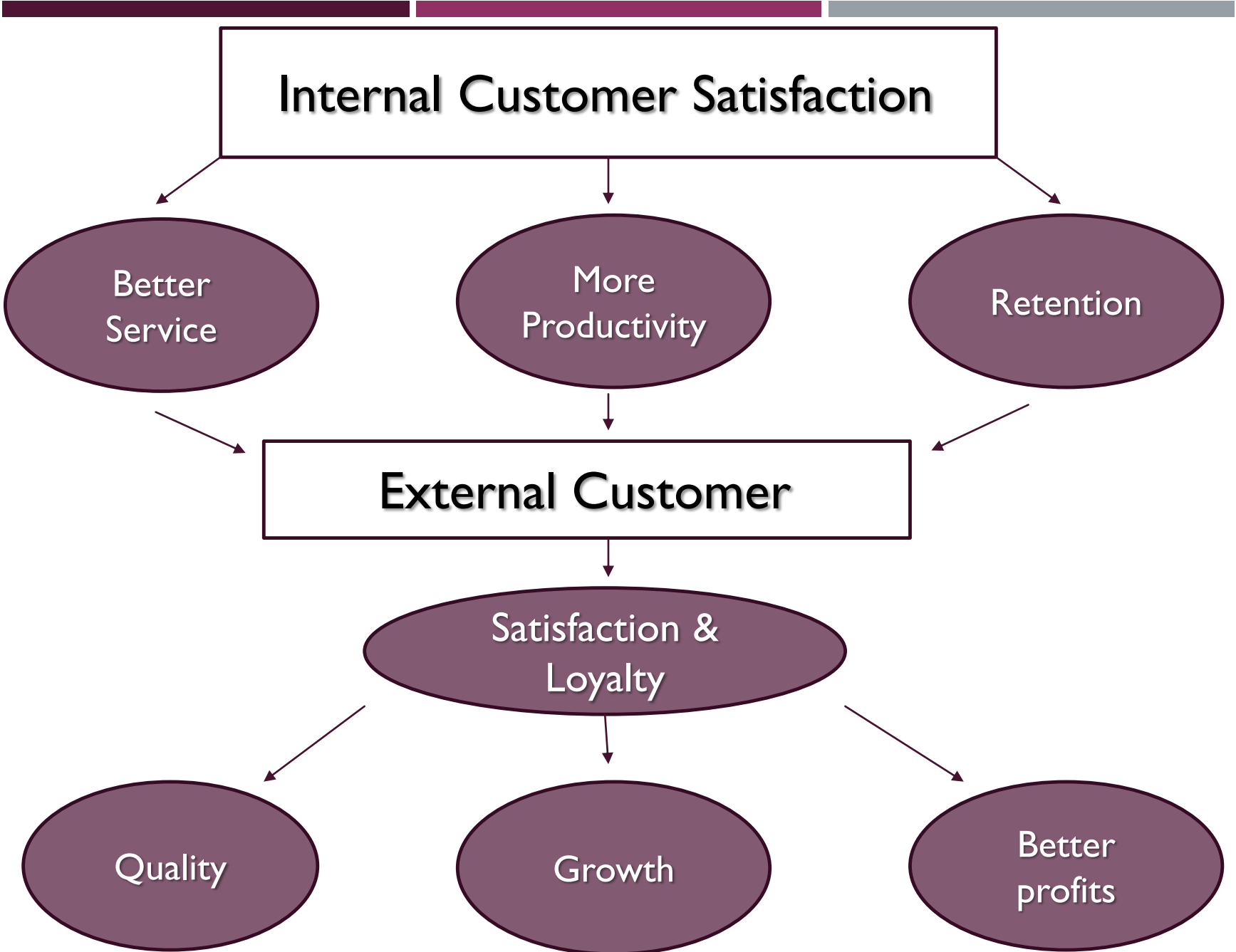


# HOW TO MAKE IT WORK

- Promote growth, delegate tasks, ask for participation, create teams, empower
- Celebrate together
- As a leader, be friendly, involved and approachable
- Create a customer service culture in which staff feels at ease, supported and autonomous
- Reward your staff generously and keep them motivated







**Internal Customer Satisfaction**

Better  
Service

More  
Productivity

Retention

**External Customer**

Satisfaction &  
Loyalty

Quality

Growth

Better  
profits

**NOTHING GREAT HAS EVER  
BEEN ACCOMPLISHED  
WITHOUT PASSION**



Friedrich Hebbel

**HEBBEL**

**THANKS!**



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