pax8 Academy

SERVICE MANAGEMENT

Syllabus

Last updated: January 2024

Course Overview

Pax8 Academy - Service Management is a 4-session, 2 week, live-instruction online course designed to help those in the Service Manager role to define their function, processes, and best practices to give them the best chance of success. Sessions will meet for one hour twice over two weeks, and during this time you will learn from Pax8 subject matter experts about the key fundamentals of the Service Manager role for your MSP business.

The Pax8 Academy - Service Management course is perfect for those who:
- Have struggled to define the Service Manager role and the boundaries.
- Have been stuck in the loop of being too busy to be the Service Manager or not able to show a measurable impact.
- Are wondering what numbers this role should look at and how to manage each person effectively.
- Have a checklist of must-do items each day to ensure consistent service delivery and manage by exception principles.
- Have struggled to get buy-in from their team or leadership team on direction or approach.
- Are transitioning from another role or industry to the Service Manager and feel unprepared.

This course will get your Service Manager role and processes in order. It will provide your company with best practices and a practical approach to grow the Service Manager role, steps to overcome common challenges in the role, and a complete toolbox of course material designed to facilitate implementation once you get back to your office.

What You'll Get

- 4 hours of virtual, interactive, instructor-led content taught by an experienced MSP expert.
- Downloadable videos* of the content you can rewatch at your convenience.
- Downloadable slide decks, handouts, and additional videos.
- Office hours for individualized support and additional questions

Learning Objectives

By attending this course, Partners will learn:
- How to define the Service Manager role and its boundaries
- Principles of consistent service delivery and team management
- Fundamentals of MSP Finances (P&L statements and managing levers of service gross margin)
- How to work with data and hit KPIs (key performance indicators)

*Videos will either be recordings from your session, or they may be previously recorded material in which partner faces and voices have been removed. It is recommended to attend courses live to reap the full benefits of Q&A with the instructor and class.

Schedule of Topics

- Session 1: Introduction and Top 6 Operational Mistakes
  - Why does the company need a Service Manager?
  - What do you need to let go of and what do you gain in the transition to being a Service Manager?
  - Changing your focus to education, passion, impact, and business growth stages.
  - Setting boundaries

- Session 2: Leadership Lessons
  - 5 phases to successfully implement change
  - Managing vs Leading, The Quality Curve, and The 68 Key Decisions

- Session 3: Understanding Service Company Finance
  - Breaking down your Profit & Loss (P&L)
  - Managing the 4 Levers of Service Gross Margin

- Session 4: Working with Data and KPIs
  - Discuss how to create good data and what to measure at each maturity stage

Instructor

Chris Wicks
Manager of Academy Coaching

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Testimonials

"Being made a new service manager can be like being parachuted into enemy territory. There's stuff constantly going on, you don't get to spend your time the way you'd like, and you don't know the lay of the land. Will this course scoop you up and safely deposit you somewhere safe and easy? No. Service Manager isn't that kind of job. But this course will give you a compass so you can find north, along with what other fellow parachutists have done in the past. It doesn't solve your problems, but it really helps understanding what they are. Worth taking."
-J. Healy, IT Assurance

"Ken is a fantastic coach. He made the class interactive and fun. I enjoyed learning all the terms I've heard around, but never quite knew what they meant. The documentation is fantastic to do after course learning!"
-K. Carline, Immense Networks

Additional Resources

Books you will want to read:
- The E-Myth Revisited: Why Most Small Businesses Don't Work and What to Do About It by Michael E. Gerber
- The 5 Disfunctions of a Team by Patrick Lencioni
- Traction: Get a Grip on Your Business by Gino Wickman
- The Phoenix Project by Gene Kim, Kevin Behr, George Spafford
- The Fred Factor by Mark Sanborn

Next Steps

Explore your next step with Pax8 Academy:
- On-Demand Content
  - The Four Levers of Gross Margin
  - Break through your Next Business Plateau
  - 6 Operational Mistakes
- Instructor Led Course
  - Advanced Service Management
- Join a Service Manager Peer Groups
- Sign up for Business Coaching