

## DRIVING GROWTH IN SERVICES - MRO AND SERVICE STRATEGIES

*“Unlock Service Potential and Maximize Revenue through Effective MRO Strategies”*

### Schedule

Date	Venue	Fees (Online)
30 Jun 2026	Online	USD 450 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

### Introduction

In the modern competitive landscape, organizations must leverage service strategies to drive growth, especially in Maintenance, Repair, and Overhaul (MRO) operations. This 1-day training equips participants with the knowledge and practical approaches to optimize service offerings, enhance customer satisfaction, and generate additional revenue streams through effective service management strategies.

The course emphasizes understanding service lifecycle management, improving operational efficiency, and integrating MRO strategies into organizational growth plans. Participants will leave with actionable insights to enhance their service operations and build a customer-centric approach that drives sustainable business growth.

### Objectives

By the end of this course, participants will be able to:

- Understand key principles of MRO and service strategy management
- Identify opportunities to grow revenue through service offerings
- Optimize service operations for efficiency and profitability
- Align service strategies with organizational objectives
- Implement actionable plans to improve customer satisfaction and retention

## Why Attend

Participants should attend this training to:

- Gain insights into service growth strategies and best practices
- Enhance their understanding of MRO operations
- Learn practical tools for service optimization
- Improve customer satisfaction and service delivery
- Build expertise to support organizational growth initiatives

## Target Audience

This program is designed for:

- Service managers and executives
- MRO operations managers
- Business development and strategy professionals
- Customer service and operations managers
- Consultants and professionals focused on service growth

## Individual Benefits

Key competencies that will be developed include:

- Ability to analyze service operations for improvement
- Skills to implement effective MRO and service strategies
- Capability to identify growth opportunities in service offerings
- Knowledge of aligning service initiatives with business goals
- Enhanced problem-solving skills for operational challenges

## Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Increased operational efficiency in service delivery
- Better alignment of service strategies with organizational objectives
- Improved customer satisfaction and retention rates
- Enhanced revenue generation through optimized service offerings
- Adoption of best practices in MRO and service management

## Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings - Deep dive into MRO and service growth principles
- Case Studies - Real-world examples of service strategy success
- Workshops - Hands-on exercises to develop actionable service plans
- Peer Exchange - Group discussions on challenges and lessons learned
- Tools - Templates for service improvement, performance metrics, and MRO planning

## Course Outline

### DETAILED 1-DAY COURSE OUTLINE

Training Hours: 7:30 AM – 3:30 PM Daily Format: 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

#### Module 1: Introduction to MRO and Service Strategies (07:30 – 09:30)

- Overview of service growth and MRO importance
- Key principles of service strategy management
- Aligning service operations with business objectives

#### Module 2: Optimizing Service Operations (09:45 – 11:15)

- Identifying inefficiencies and improvement opportunities
- Tools for monitoring and measuring service performance
- Case studies on service optimization

#### Module 3: Revenue Growth through Service Offerings (11:30 – 01:00)

- Strategies to monetize service operations
- Enhancing customer satisfaction and retention
- Developing actionable service growth plans

#### Module 4: Implementing MRO Strategies (02:00 – 03:30)

- Integrating MRO into organizational processes
- Best practices for service lifecycle management
- Practical exercises to apply learning

## Certification

Participants will receive a Certificate of Completion in Driving Growth in Services – MRO and Service Strategies, validating their understanding of MRO operations, service optimization, and growth-focused service strategies.

## Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation's unique goals.

### In-House / Customized Training

Interested in running this course for your team?

Please contact us:

TEL:

**+601116373203**

EMAIL:

**info@mawaevents.net**

© Material published by MAWA Events shown here is copyrighted. All rights reserved. Any unauthorized copying, distribution, use, dissemination, downloading, storing (in any medium), transmission, reproduction or reliance in whole or any part of this course outline is prohibited and will constitute an infringement of copyright.