



# JAKARTA INTERNATIONAL CUSTOMER SERVICE INSTITUTE

Customer Service Training and Quality Support  
2 Days Training



# Improving Board Effectiveness Training

# OVERVIEW



How can Board Effectiveness be improved? In business, the Board of Directors steers the corporate ship on behalf of their members or shareholders. Consequently, their core function is the setting of organizational strategy, mission, vision and values while simultaneously ensuring compliance with all relevant corporate governance prescripts and legislation.

All shareholders have a vested interest in their respective institutions and have entrusted the Board of Directors with the responsibility to ensure that the company remains viable and profitable. The Board of Directors' function, therefore, is to ensure the realization of the corporate strategic vision while consistently maintaining oversight responsibility.

Boards of directors include functional directors, who perform operational duties at the company, and external directors, who can make impartial judgments. The top structure of all management teams must include a CEO, a CFO and a COO. The Board chair oversees the work of the Board and the organization's senior management team. Other roles on the Board include Vice-chair or vice president, Secretary and Treasurer.

Ad hoc committees are formed by co-opting members of the Board to manage specific tasks. The Board of Directors take a vote on the selection of committee members. Members have the option of accepting or declining nominations or selection to a committee.

The average board size is 9 members. Most boards range from 3 to 31 members. The ideal size is seven. To support the Board, two critical board committees are made up of independent members. The CEO is the senior executive while the board chairperson is the head of the board of directors. Boards must meet every quarter to set strategy, review and monitor the financial reports, review organizational performance, evaluate and oversee the executives, and vote on major decisions.

This JICSI training course will consequently succinctly equip you with the skills to ensure your Board functions effectively consistently by using the knowledge gleaned from this Improving Board Effectiveness Training Course.



# Course Objectives

**Upon completing this Improving Board Effectiveness Training Course, participants will be able to:**

- Ensure that their Boards function optimally while translating the organizational vision to operational reality
- Learn how to assimilate international prerequisites pertaining to board effectiveness into a contextual framework of localized objectives
- Succinctly encapsulate board effectiveness in a definitive summary of the objectives of key organizational implementation plans
- Study and practice how to consistently and constructively deliver on all your organization's relevant primary objectives pertaining to the course content
- Recognise how to spot and avoid common errors in current organizational strategy pertaining to board effectiveness
- Acquire an understanding of the principles, procedure and protocol pertaining to Board effectiveness and interaction for your organization including its potential and impact
- Display knowledge and understanding of the main tenets of Board procedure
- Identify and critically evaluate the main fields of ineffectiveness currently plaguing the Board in your organization
- Understand the practical impact of sustaining Board effectiveness in your organization
- Understand the roles, functions and responsibilities of various actors, organizations, and institutions in Board effectiveness and interaction in an organization

# TRAINING METHODOLOGY

**This interactive Improving Board Effectiveness Training Course will comprise the following training methods:**

- Presentation
- Assignments
- Case Studies & Functional Exercises
- Questionnaires





## ORGANISATIONAL BENEFITS

**Companies who nominate their employees to participate in this Improving Board Effectiveness Training Course can benefit in the following ways:**

- Benefit from training your employees on the definition and importance of Board Effectiveness in organizations in as far as it bears direct implications and applicability to your organization's core purpose, values, mission and vision
- Focus and direct your efforts on Board of Directors protocol and procedure
- Improve synergy in the organization by ensuring a nexus between the Board and operational staff
- Achieve improved synergy thus elevating employee morale and increasing productivity
- Critically conduct a gap analysis and performance audit of your organizational capacity in terms of compliance with the expounded principles enunciated supra

# PERSONAL BENEFITS

**Individuals who participate in this Improving Board Effectiveness Training Course will benefit in the following ways:**

- Improve your performance through higher efficiency and an improved ability to interact effectively with your operational staff by being aware of the implications and extracted sustainable value emanating from compliance with Board protocols and procedures
- Comprehend Principles of Board practice
- Engage in constructive discussions pertaining to the topic thus resulting in improved organizational capacity and overall communication
- Contextualize and assimilate a practical understanding of the impact of Board effectiveness in your organization
- Display knowledge and understanding of the main principles pertaining to the implementation of Board Effectiveness Training
- Understand the roles, functions and responsibilities of various actors, organizations, and institutions interacting with the Board of Directors in an organization
- Identify and critically evaluate the main weaknesses resulting in Board ineffectiveness within your organization
- Get an opportunity to work through hands-on role-plays and case studies in detail to gain the skills needed to ensure that the Board in your organization remains consistently effective



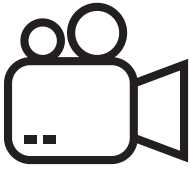


## WHO IS THIS PROGRAMME FOR?

**This Improving Board Effectiveness Training Course would be best suited for:**

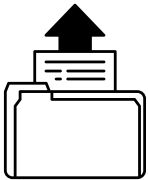
- Professionals – Executives, CEO, Chairperson of the Board, Secretaries of Board Committees and all Board members
- All individuals whose responsibilities include eliciting and sustaining Board effectiveness in an organization
- Executives
- CEO
- Board members
- Chairperson of the Board
- Secretaries of Board Committees

# PROGRAMME HIGHLIGHTS



**+60**

**2+ Role Plays 5+ Real-World Case Studies 10+ Assignments/  
Applications Pre-Recorded Video from JICSI with for self-  
paced learning.**



**10+  
Assignments/  
Applications**



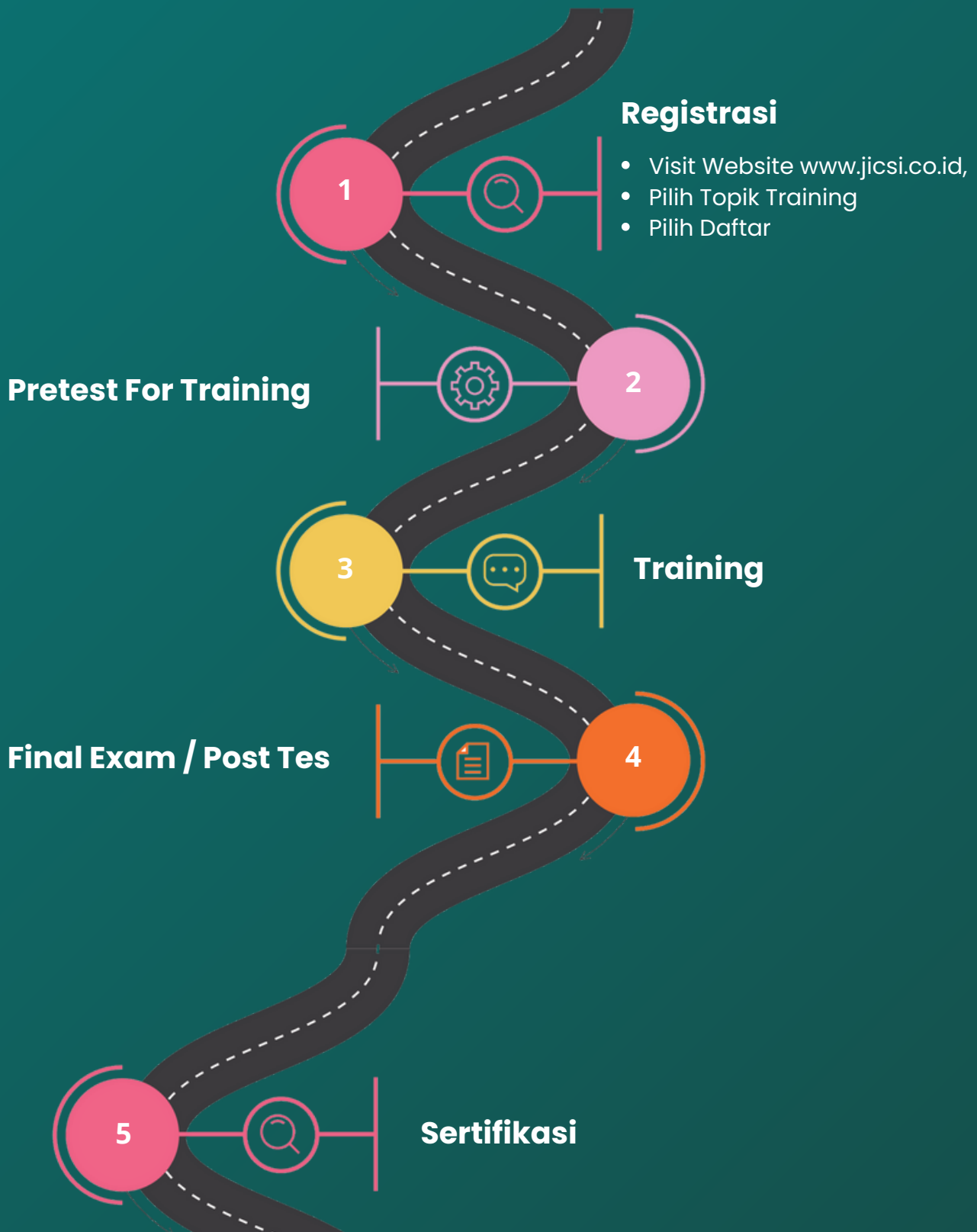
**5+  
Real-World  
Case Studies**



**2+  
Role Plays**



# LEARNING JOURNEY



# MODULES

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Module 1 : BACKGROUND AND INTRODUCTION TO BOARD EFFECTIVENESS TRAINING

Module 2 : SETTING ORGANIZATIONAL STRATEGY

Module 3 : IMPROVING BOARD EFFECTIVENESS

Module 4 : THE BIGGEST CHALLENGES TO BOARD EFFECTIVENESS

Module 5 : ENTRENCHING ORGANIZATIONAL SYNERGY

Module 6 : SUSTAINING BOARD EFFECTIVENESS

Module 7 : THE IMPACT OF AN EFFECTIVE BOARD

Module 8 : CHECKLIST ON STRUCTURES AND PROCESSES



# CERTIFICATE

Upon successful completion of the programme, participants will be awarded a digital Certificate of Completion by Jakarta International Customer Service Institute (JICSI) and Customer Service Experience Association Indonesia (CSEAI)



## SERTIFIKAT PELATIHAN

PD/2024/070524/004

DIBERIKAN KEPADA

*Name xxxxx*

Telah Menyelesaikan Pelatihan Diselenggarakan Oleh  
Jakarta International Customer Service Institute (JICSI) bersama  
Customer Service Experience Association Indonesia (CSEAI)

*Improving Board Effectiveness Training*

Rudyanto H.P Manullang, Ph.D, M.P.H

Founder JICSI

# ABOUT JAKARTA INTERNATIONAL CUSTOMER SERVICE INSTITUTE

Jakarta International Contact Center Institute adalah suatu lembaga pelatihan dan pengadaan sumber daya manusia yang berfokus pada customer service professional dan lembaga survey kepuasan pelanggan.

Kami berorientasi pada pelanggan dimana kepuasan pelanggan adalah tujuan keberadaan kami. Kami hadir untuk pelanggan. Adapapun JICSI berdiri secara legal pada Januari tahun 2021.

## Professional Training

JICSI telah melatih lebih dari 2300 peserta dan telah bekerja di berbagai perusahaan dengan keahlian mereka yang sesuai dengan kebutuhan perusahaan

## Recruitment Agency

Sebelum JICSI mengirimkan tenaga yang terampil sesuai dengan yang dibutuhkan oleh perusahaan, JICSI benar- benar telah melakukan pelatihan, pembinaan dan telah lolos seleksi test yang dilakukan oleh Rumah Karir JICSI

## Survey Customer Satisfaction

JICSI memiliki Survei kepuasan pelanggan sebagai alat berharga yang dapat membantu bisnis untuk menemukan tingkat kepuasan pelanggan dan menciptakan loyalitas pelanggan.

## Core Value



### Respect.

Kami selalu menghargai perbedaan setiap orang dan mengajak pelanggan kami untuk selalu berpartisipasi untuk memberikan masukan demi meningkatnya kualitas layanan yang akan kami berikan kepada pelanggan kami.



### Honesty.

Kami selalu menjunjung akan kebenaran dalam semua situasi dan selalu mengedepankan profesionalisme yang kami miliki.



### Trust.

Kami percaya kepada orang lain dan menjaga kepercayaan yang diberikan kepada kami.



### Integrity.

Kami melakukan apa yang kami katakan.



### Our Service.

Customer Service Training  
Manpower & Recruitment Customer Service Agency  
Customer Satisfaction Survey

# TESTIMONI



## **PT Indosat Ooredoo**

Training Data Visualization

[Lihat Video >>](#)



## **PT Indosat Ooredoo**

Training Certified Contact Center Manager (CCCM)

[Lihat Video >>](#)



## **PT Freeport Indonesia**

Training Customer Service Professional HR Call Center

[Lihat Video >>](#)



## **OY! Indonesia**

Training Contact Center Agent Professional

[Lihat Video >>](#)

# MESSAGE FROM FOUNDER

**Rudy HP Manullang, Ph.D**  
Founder JICSI



Dalam lanskap bisnis yang terus berkembang, pengalaman pelanggan (Customer Experience/CX) telah menjadi faktor kunci yang menentukan keberhasilan perusahaan. Dulu, fokus utama bisnis adalah pada jumlah transaksi dan penjualan. Namun, seiring dengan meningkatnya ekspektasi pelanggan dari waktu ke waktu ditambah dengan persaingan bisnis yang semakin ketat, CX telah berevolusi menjadi "mata uang baru" dalam dunia bisnis yang perlu untuk di pertimbangkan di era bisnis sekarang.

Studi menunjukkan bahwa peningkatan pengalaman pelanggan memiliki dampak langsung pada kinerja finansial perusahaan. Menurut penelitian McKinsey, meningkatkan CX dapat meningkatkan pendapatan penjualan sebesar 2 hingga 7 persen dan profitabilitas sebesar 1 hingga 2 persen. Selain itu, pengembalian total bagi pemegang saham meningkat sebesar 7 hingga 10 persen dengan peningkatan CX.

Perusahaan yang berfokus pada CX tidak hanya melihat peningkatan dalam loyalitas pelanggan tetapi juga dalam profitabilitas. Laporan McKinsey mengungkapkan bahwa memperbaiki pengalaman pelanggan dapat meningkatkan pendapatan penjualan sebesar 2 hingga 7 persen dan profitabilitas sebesar 1 hingga 2 persen.

Perubahan ini mencerminkan pergeseran paradigma di mana pelanggan modern tidak hanya mencari produk atau layanan berkualitas, tetapi juga interaksi yang bermakna dan pengalaman yang memuaskan. Pengalaman yang buruk dapat dengan cepat merusak reputasi bisnis, sementara pengalaman positif dapat mendorong loyalitas dan rekomendasi dari mulut ke mulut. Mengingat customer experience ini sangat penting bagi kemajuan suatu bisnis, Jakarta Internasional Customer Service Institute (JICSI) mengajak teman teman sekalian untuk ikut dalam pelatihan yang sudah kami formulasikan kepada teman teman yang apapun posisi Anda, karena customer experience adalah untuk seluruh anggota organisasi, karena setiap langkah dan perilaku kita ketika berinteraksi dengan pelanggan akan menjadi point penting bagi pelanggan kita ketika mereka melakukan interaksi dengan kita. Pelatihan ini di rancang dan di formulasikan berdasarkan hal hal yang terjadi di lapangan ketika berinteraksi dengan pelanggan, dan bagaimana penyelesaian terhadap suatu permasalahan.

# OUR CLIENT





**Jakarta International  
Customer Service Institute**

## Persyaratan

- Semua tingkat akademik diperbolehkan
- Pengalaman kerja
- Koneksi internet yang stabil (untuk peserta online)

Silahkan kirim berkas dokumen ke  
email: **marketing@jicsi.co.id**

## LOKASI

### Kantor 1

Jl Nusa Dua Blok A6 No.3 Perumahan  
Citragran Cibubur

### Kantor 2

Jl Jatayu IV C Komplek Taman Harapan  
Indah Blok P No 11 Jelambar Baru Grogol  
Jakarta Barat

## HUBUNGI KAMI

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