



THE REPUBLIC OF SINGAPORE

How Service Reinvigorated an Economy and a Culture

Just five times the size of Manhattan and with limited natural resources, Singapore has long known its greatest asset is people. Initially, the country wooed industrialists with low-cost labor. Then, as manufacturing and back-office jobs moved into China and India in the 1980s, the Republic realized it must reinvent what Singapore and Singaporeans had to offer.

A NEW APPROACH

In 1991 the National Productivity Board and Singapore Airlines invited service authority, Ron Kaufman, to play a leading role in educating and mobilizing the nation to build a more vibrant service industry. Facing a diverse populace and an education system more focused on perfection than personality, Kaufman's task was not small. In his own words

he explains, "My job was to help create and launch a national curriculum for innovation and service quality improvement. Our challenge was to educate and inspire the whole nation."

Over two decades later, Kaufman's service principles have reached every possible industry and service sector. A vast range of local and global companies and Singapore government agencies have participated in these workshops and implemented the ideas.

Today, Singapore is a nation distinguished by Uplifting Service. The country boasts an award winning airport and airline, with a reputation for world-class hospitality, convention, financial, legal, medical, educational, logistics and supply chain services.

"Singapore is an example to the world of how service can distinguish and uplift a nation."

RON KAUFMAN
Chairman
Uplifting Service



CLIENT

The Republic of Singapore

POPULATION

5.2 million and growing

OFFICIAL LANGUAGES

English, Tamil, Malay, Mandarin

DISTINCTIONS

Among the world's highest ranking countries in competitiveness, GDP, educational standards, and quality of life. Consistently among the lowest in corruption and crime.

PROGRAM OVERVIEW

National curriculum for innovation and service quality improvement for the nation of Singapore that scaled to reach every possible government and service sector. The resulting workshops have been taught to Singapore residents in hundreds of companies and government agencies.