



SMART INTERVENTIONS

The ART & SCIENCE of BUSINESS

Full Training Portfolio

Book Your Session Today

Getting started with Smart Interventions is simple and flexible. Choose your course, select a date that works for you, and prepare to transform your professional skills.

1

Contact Us on WhatsApp

Reach out to discuss your preferred course and schedule a date that fits your availability.

2

Select & Confirm

Choose between a One-on-One session or a Group session

3

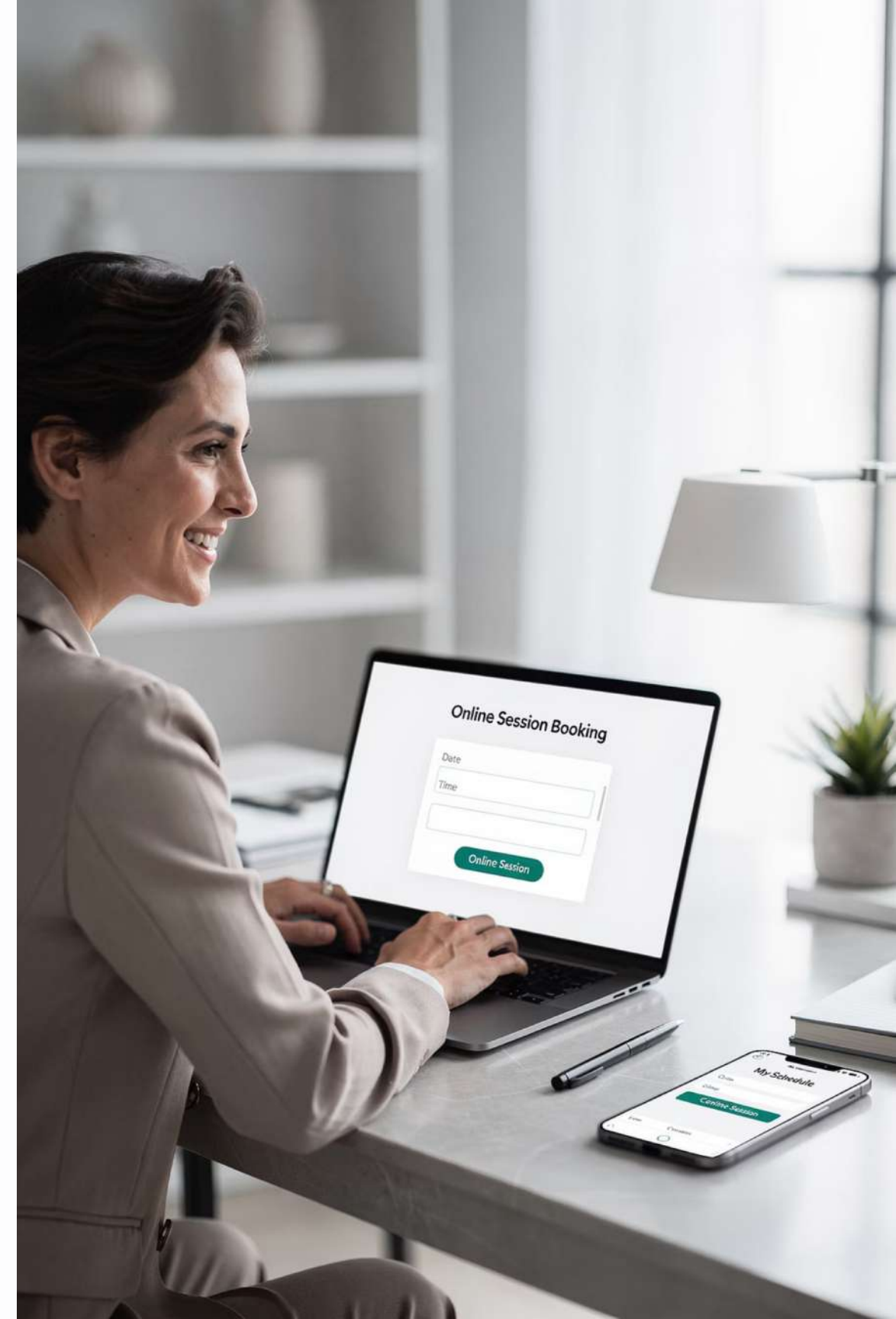
Prepay Securely

Payment accepted via Credit Card, Whish, or OMT. Sessions are confirmed upon payment.

4

Attend & Grow

Join your live online sessions and receive your Certificate of Completion afterward.



How It Works

Registration & Pricing

Course Pricing Options (2 hours live online)

\$150

2 Hours
One-on-One Session

\$75/person

Group Session
(3+ participants)

Workshop Pricing Options (5 x 2 hours live online)

\$750

5x 2 Hours
One-on-One Session

\$300/person

Group Session
(3+ participants)

How to Book

01

Contact via WhatsApp

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02

Confirm & Prepay

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03

Attend Your Session

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COURSE 01 · HOSPITALITY & RESTAURANTS

Customer Satisfaction for Restaurants

Customer satisfaction is one of the most critical success factors in the restaurant industry. This practical training session equips restaurant owners, managers, and staff with strategies to improve service quality, enhance the guest experience, and build long-term loyalty. Participants will learn how to transform everyday customer interactions into consistently positive experiences.

Course 01 · Customer Satisfaction for Restaurants

Learning Objectives

- Understand the concept of customer satisfaction in restaurants
- Identify key factors that influence the guest experience
- Learn practical service improvement strategies
- Develop effective communication with customers
- Apply hospitality principles in daily operations
- Improve complaint handling and service recovery

Learning Outcomes

- Improve customer interaction and service quality
- Apply hospitality-driven service techniques
- Identify service gaps in restaurant operations
- Handle customer complaints professionally
- Build a positive restaurant experience for guests
- Implement practical customer satisfaction strategies

Target Audience

Restaurant owners, managers, service staff, F&B professionals, hospitality students, and food sector entrepreneurs

Key Topics

Customer expectations · Service behavior · Guest communication · Complaint handling · Loyalty building · Service standards

Session Structure

Intro (10 min) · Satisfaction fundamentals (30 min) · Hospitality practices (30 min) · Case studies (30 min) · Q&A (20 min)

COURSE 02 · HOSPITALITY & RESTAURANTS

Service Excellence and Hospitality Implementation

Service excellence is a key driver of business success across all service industries. This course provides a structured and practical approach to implementing hospitality principles in organizational operations – helping businesses transform hospitality from a concept into a measurable, sustainable strategy that improves customer satisfaction and performance.



Course 02 · Service Excellence and Hospitality Implementation

Learning Objectives

- Understand service excellence principles
- Learn hospitality implementation strategies
- Develop a customer-focused service culture
- Improve operational service standards
- Enhance organizational hospitality mindset
- Apply service excellence in daily operations

Learning Outcomes

- Implement hospitality principles in business operations
- Develop structured service standards
- Improve customer experience delivery
- Build a service-oriented organizational culture
- Identify service improvement opportunities
- Apply practical service excellence strategies

Target Audience

Business owners, managers, service professionals, healthcare administrators, restaurant managers, and corporate teams

Key Topics

Service excellence fundamentals · Hospitality in business · Customer-focused culture · Service standards · Operational implementation

Session Structure

Intro (10 min) · Concepts (30 min) · Frameworks (30 min) · Case studies (30 min) · Q&A (20 min)



COURSE 03 · STRATEGY & EXPERIENCE

Customer Experience Strategy

Customer experience has become a strategic priority for modern organizations seeking sustainable growth and competitive advantage. This course provides a structured approach to designing and implementing effective customer experience strategies — enabling professionals to analyze customer journeys, identify service touchpoints, and build experience-driven operational frameworks.

Course 03 · Customer Experience Strategy

Learning Objectives

- Understand customer experience strategy
- Learn customer journey mapping techniques
- Identify key service touchpoints
- Develop experience improvement strategies
- Measure customer satisfaction effectively
- Implement customer-focused operations

Learning Outcomes

- Design customer experience frameworks
- Analyze and map customer journeys
- Improve service touchpoints strategically
- Implement experience-driven strategies
- Enhance customer satisfaction metrics
- Develop continuous improvement plans

Target Audience

Business owners, managers, entrepreneurs, service organizations, healthcare administrators, restaurant operators, and corporate professionals

Key Topics

CX fundamentals · Journey mapping · Touchpoints · Expectations management · Strategy development · Satisfaction measurement

Session Structure

Intro (10 min) · Fundamentals (30 min) · Strategy & tools (30 min) · Case studies (30 min) · Q&A (20 min)



COURSE 04 · COMMUNICATION & SERVICE RECOVERY

Handling Complaints and Difficult Customers

Handling complaints and difficult customers is a critical skill in hospitality, healthcare, and business environments. This course equips professionals with practical communication strategies, conflict resolution techniques, and service recovery methods to manage challenging situations with confidence – transforming negative experiences into opportunities to build trust and loyalty.

Course 04 · Handling Complaints and Difficult Customers

Learning Objectives

- Understand customer behavior and emotions
- Learn structured complaint handling techniques
- Improve communication in difficult situations
- Develop conflict resolution skills
- Apply service recovery strategies effectively
- Maintain professionalism under pressure

Learning Outcomes

- Handle difficult customers professionally
- Communicate effectively during complaints
- Apply structured complaint resolution methods
- Reduce service conflicts and escalations
- Improve customer trust and satisfaction
- Maintain calm and professional behavior

Target Audience

Restaurant staff, healthcare staff, customer service professionals, business employees, managers, and service organizations

Key Topics

Customer psychology · Complaint framework · Communication strategies · Conflict resolution · Service recovery · Emotional intelligence

Session Structure

Intro (10 min) · Customer psychology (30 min) · Communication & recovery (30 min) · Case studies (30 min) · Q&A (20 min)

COURSE 05 · FOOD SAFETY & OPERATIONS

Food Allergen Awareness for Restaurants

Food allergen awareness is essential for ensuring customer safety and maintaining professional restaurant operations. This course provides practical knowledge and operational guidelines to help restaurants manage food allergens effectively, communicate accurately with guests, and build a safety-first culture that protects customers and strengthens trust.



Course 05 · Food Allergen Awareness for Restaurants

Learning Objectives

- Understand food allergens and associated risks
- Learn allergen management procedures
- Improve communication with customers about allergens
- Apply safety practices in restaurant environments
- Reduce allergen-related risks in operations
- Implement food safety awareness across the team

Learning Outcomes

- Identify common food allergens accurately
- Communicate allergen information clearly to guests
- Apply safe food handling practices
- Reduce risks in restaurant operations
- Improve customer safety and trust
- Implement allergen awareness procedures

Target Audience

Restaurant owners, chefs, kitchen staff, restaurant managers, food service professionals, and hospitality students

Key Topics

Allergen basics · Risk awareness · Customer communication · Kitchen safety · Food handling procedures · Risk reduction

Session Structure

Intro (10 min) · Allergen fundamentals (30 min) · Safety & procedures (30 min) · Case studies (30 min) · Q&A (20 min)

COURSE 06 · HOSPITALITY & RESTAURANTS

Restaurant Operations and Service Quality

Efficient restaurant operations and consistent service quality are essential for sustaining profitability and customer satisfaction. This course provides practical tools and strategies to optimize workflow, coordinate staff, and maintain high service standards. Participants will gain actionable insights for immediate implementation to enhance efficiency while delivering exceptional guest experiences.



Course 06 · Restaurant Operations and Service Quality

Learning Objectives

- Understand the fundamentals of restaurant operations
- Learn operational workflow optimization techniques
- Improve staff coordination and management
- Implement service quality standards
- Identify operational inefficiencies
- Apply practical operational improvement strategies

Learning Outcomes

- Streamline restaurant processes for efficiency
- Coordinate staff effectively across shifts
- Maintain consistent service quality standards
- Apply operational standards in daily service
- Solve operational challenges practically
- Enhance the overall guest experience

Target Audience

Restaurant owners, managers, service staff, chefs, and food and beverage professionals

Key Topics

Workflow design · Staff coordination · Service quality standards · Customer experience · Operational monitoring · Problem-solving

Session Structure

Intro (10 min) · Operations fundamentals (30 min) · Service quality (30 min) · Case studies (30 min) · Q&A (20 min)

COURSE 07 · HOSPITALITY & RESTAURANTS

Hospitality in Food Service

Hospitality is the key differentiator in competitive food service businesses. This course focuses on applying hospitality principles to daily operations – enhancing guest experience, cultivating a service-oriented culture, and empowering restaurant teams to implement actionable hospitality solutions that drive satisfaction, loyalty, and memorable dining experiences.



Course 07 · Hospitality in Food Service

Learning Objectives

- Understand the role of hospitality in food service
- Learn practical hospitality techniques for daily operations
- Improve staff-customer interactions
- Create memorable dining experiences
- Embed hospitality into service culture
- Implement customer-focused practices

Learning Outcomes

- Deliver high-quality hospitality experiences consistently
- Apply service-driven behaviors across the team
- Improve guest satisfaction and loyalty
- Integrate hospitality principles into operations
- Train staff to adopt a hospitality mindset
- Enhance overall service culture

Target Audience

Restaurant teams, managers and owners, chefs, service staff, and hospitality students

Key Topics

Hospitality fundamentals · Customer interaction · Service culture · Memorable experiences · Practical strategies · Staff engagement

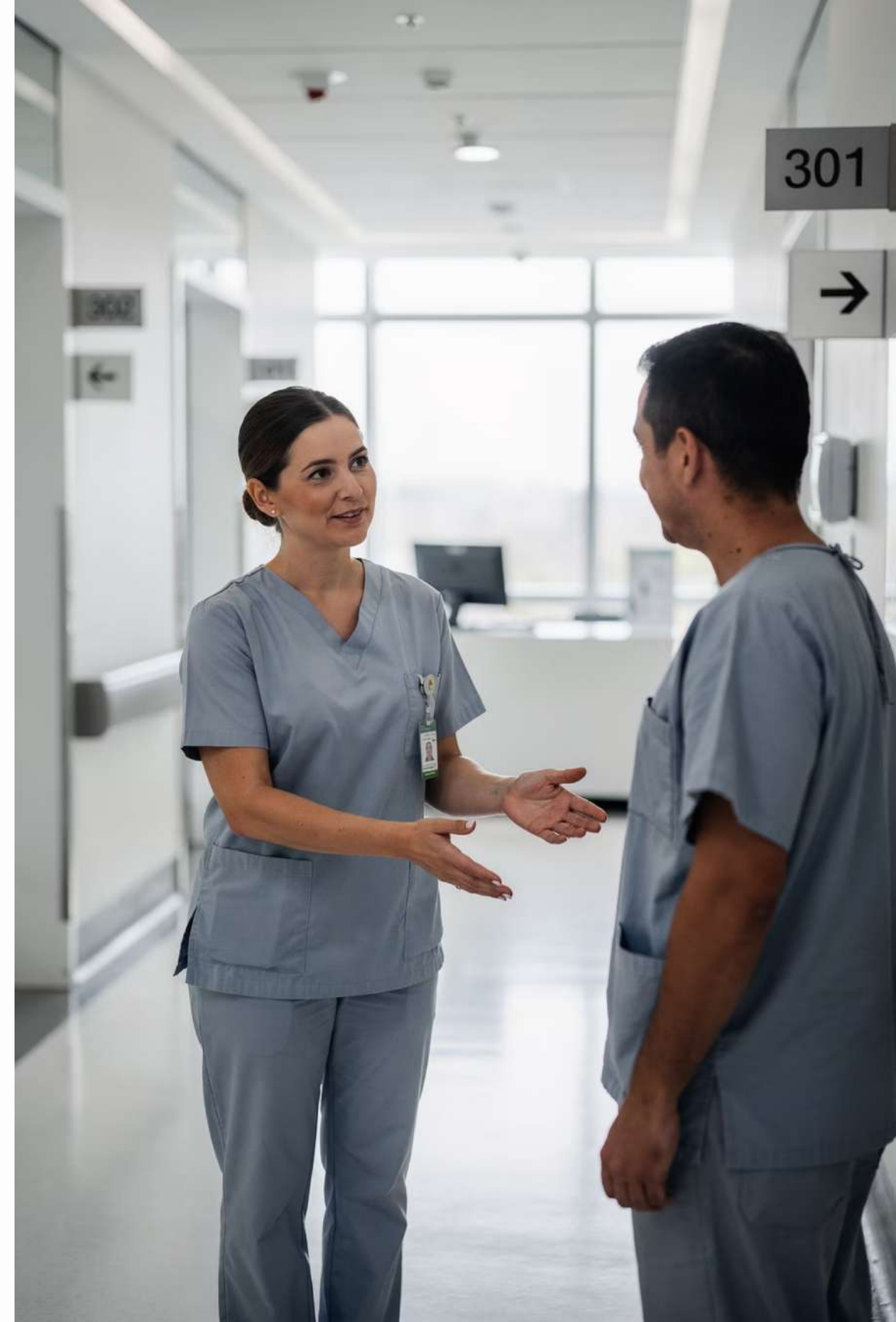
Session Structure

Intro (10 min) · Hospitality principles (30 min) · Operational implementation (30 min) · Case studies (30 min) · Q&A (20 min)

COURSE 08 · HEALTHCARE

Hospitality in Healthcare

Hospitality is no longer limited to hotels and restaurants — it is a critical component of healthcare service. This course teaches healthcare professionals how to integrate hospitality principles into hospitals, clinics, and patient-centered care environments, enhancing patient experience, communication quality, and staff-patient interactions through practical, immediately applicable strategies.



Course 08 · Hospitality in Healthcare

Learning Objectives

- Understand hospitality principles in healthcare
- Learn patient-centered care strategies
- Improve communication with patients and families
- Apply service-oriented behaviors in clinical settings
- Enhance operational and service efficiency
- Develop a patient experience-focused culture

Learning Outcomes

- Apply hospitality principles in healthcare environments
- Improve patient satisfaction and trust
- Communicate effectively with patients and families
- Implement service quality practices
- Foster a patient-centered care culture
- Enhance staff-patient interactions

Target Audience

Hospital administrators, nurses, healthcare staff, clinic managers, and hospitality professionals in healthcare

Key Topics

Patient experience · Hospitality in healthcare · Communication & empathy · Service quality · Patient-centered care · Operational improvement

Session Structure

Intro (10 min) · Healthcare hospitality (30 min) · Patient experience (30 min) · Case studies (30 min) · Q&A (20 min)



COURSE 09 · HEALTHCARE

Patient Experience and Service Quality

Improving patient experience is essential for both quality of care and organizational reputation. This course provides healthcare professionals with practical tools to enhance patient interactions, measure satisfaction, and implement service quality frameworks. Participants will leave with actionable strategies they can apply immediately within hospitals or clinics to drive continuous improvement.

Course 09 · Patient Experience and Service Quality

Learning Objectives

- Understand patient experience fundamentals
- Learn to measure and analyze patient satisfaction
- Identify key patient touchpoints
- Apply service quality standards in healthcare
- Manage patient expectations effectively
- Develop strategies for continuous improvement

Learning Outcomes

- Analyze patient journeys and experiences
- Implement service quality frameworks
- Improve patient interactions meaningfully
- Measure and enhance satisfaction outcomes
- Manage difficult situations professionally
- Drive continuous improvement initiatives

Target Audience

Healthcare staff, nurses, administrators, hospital managers, and clinic staff

Key Topics

Patient journey mapping · Service touchpoints · Satisfaction measurement · Service quality standards · Communication · Continuous improvement

Session Structure

Intro (10 min) · Patient experience (30 min) · Quality frameworks (30 min) · Case studies (30 min) · Q&A (20 min)



COURSE 10 · HEALTHCARE

Communication in Healthcare

Effective communication is fundamental in healthcare settings. This course teaches healthcare professionals to interact professionally, empathetically, and clearly with patients, families, and colleagues. Participants will build confidence in handling difficult conversations, managing expectations, and maintaining compassionate, professional communication in every situation.

Course 10 · Communication in Healthcare

Learning Objectives

- Understand the role of communication in healthcare
- Learn techniques for professional interaction
- Develop empathy and active listening skills
- Handle difficult conversations effectively
- Manage patient and family expectations
- Improve teamwork and staff collaboration

Learning Outcomes

- Communicate clearly and empathetically with patients
- Manage difficult or sensitive situations professionally
- Apply structured communication frameworks
- Enhance collaboration among staff
- Improve patient satisfaction and trust
- Maintain professionalism in all interactions

Target Audience

Nurses, healthcare staff, administrators, hospital teams, and clinic personnel

Key Topics

Communication principles · Active listening · Patient & family interaction · Difficult conversations · Team communication · Professionalism

Session Structure

Intro (10 min) · Communication fundamentals (30 min) · Patient techniques (30 min) · Case studies (30 min) · Q&A (20 min)

COURSE 11 · ARCHITECTURE & DESIGN

Hospitality in Architecture

Hospitality is not only about service — it can be embedded in the very design of spaces. This course teaches architects and design professionals how to integrate hospitality principles into architectural projects, using spatial design, circulation, materials, and aesthetics to enhance user experience, comfort, and lasting engagement.



Course 11 · Hospitality in Architecture

Learning Objectives

- Understand the role of hospitality in architectural design
- Learn human-centered and experience-driven design principles
- Explore spatial strategies to enhance comfort and engagement
- Apply hospitality concepts in real-world architectural projects
- Develop operationally efficient and user-friendly spaces
- Integrate aesthetic and functional design for optimal experience

Learning Outcomes

- Design spaces that enhance user experience
- Implement hospitality principles in architecture
- Improve functional and operational aspects of design
- Apply human-centered design techniques
- Evaluate design for comfort, accessibility, and satisfaction
- Deliver architecture aligned with hospitality goals

Target Audience

Architects, architecture students, design studios, interior designers, and project managers in hospitality projects

Key Topics

Hospitality in design · Human-centered design · Spatial comfort · User experience · Hospitality architecture case studies · Operational integration

Session Structure

Intro (10 min) · Hospitality in architecture (30 min) · Design strategies (30 min) · Case studies (30 min) · Q&A (20 min)

COURSE 12 · ARCHITECTURE & DESIGN

Designing Healthcare Spaces

The design of healthcare environments directly impacts patient comfort, staff efficiency, and overall care quality. This course teaches architects and healthcare planners how to create spaces that enhance patient experience, optimize operational workflows, and integrate safety, ergonomics, and hospitality-driven design principles into every decision.



Course 12 · Designing Healthcare Spaces

Learning Objectives

- Understand healthcare architecture principles
- Learn patient-centered spatial planning
- Improve staff efficiency through design
- Integrate comfort and safety for patients
- Apply infection control and operational requirements
- Implement experience-driven healthcare design

Learning Outcomes

- Design healthcare spaces that enhance patient experience
- Optimize workflow and staff operations
- Integrate comfort, safety, and infection control
- Apply hospitality principles in healthcare design
- Evaluate healthcare projects for efficiency and usability
- Implement actionable design improvements

Target Audience

Architects, interior designers, healthcare planners, hospital project managers, and architecture & healthcare design students

Key Topics

Healthcare architecture · Patient-centered design · Workflow efficiency · Ergonomics & safety · Infection control · Hospitality-driven design

Session Structure

Intro (10 min) · Design principles (30 min) · Patient-centered strategies (30 min) · Case studies (30 min) · Q&A (20 min)

COURSE 13 · PHOTOGRAPHY

Basic Photography

This course introduces participants to the fundamentals of photography, providing practical skills for capturing high-quality images. Covering camera settings, composition, lighting, and framing, the training is ideal for beginners or professionals looking to enhance their creative and technical photography skills with immediate, hands-on application.



Course 13 · Basic Photography

Learning Objectives

- Understand camera functions and settings
- Learn principles of composition and framing
- Apply lighting techniques effectively
- Capture high-quality images in various environments
- Develop a personal photography workflow
- Enhance creative and technical skills

Learning Outcomes

- Operate cameras confidently
- Apply composition techniques for better images
- Use lighting creatively and effectively
- Capture visually appealing photographs
- Develop a basic editing workflow
- Apply practical photography skills in daily projects

Target Audience

Beginners, students, entrepreneurs, business professionals, marketing teams, and creative enthusiasts

Key Topics

Camera basics · Exposure, aperture, ISO · Composition techniques · Lighting · Framing · Basic editing workflow

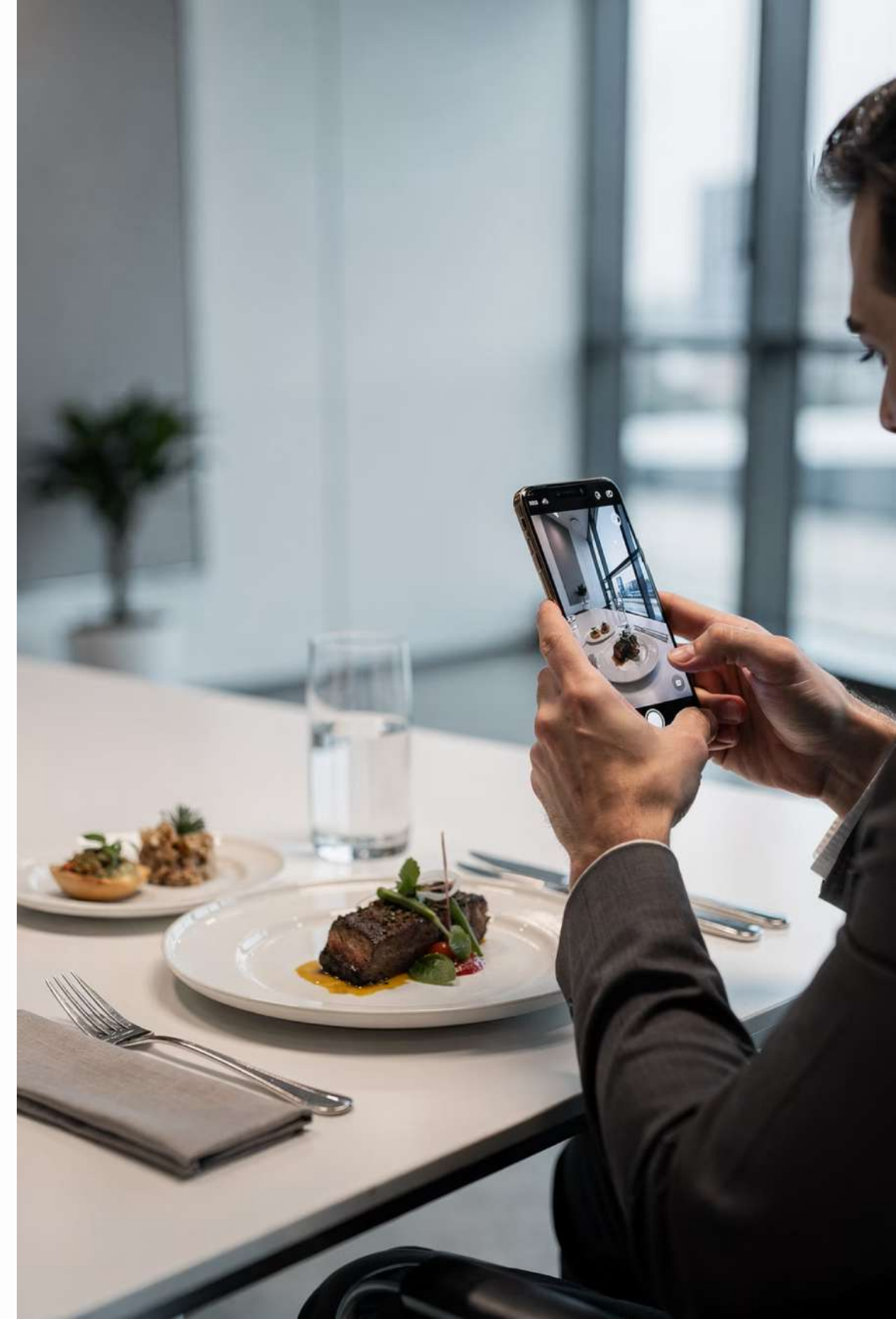
Session Structure

Intro (10 min) · Camera & exposure (30 min) · Composition & framing (30 min) · Practical exercises (30 min) · Q&A (20 min)

COURSE 14 · PHOTOGRAPHY

Smartphone Photography

Smartphone photography has become an essential skill for personal and professional use. This course teaches participants to leverage their smartphone cameras for high-quality photography — covering lighting, composition, perspective, and mobile editing — empowering them to create compelling content for social media, marketing, and personal branding using only their phones.



Course 14 · Smartphone Photography

Learning Objectives

- Understand smartphone camera capabilities
- Apply composition and framing techniques
- Use lighting effectively with mobile devices
- Capture high-quality images with smartphones
- Learn basic mobile editing techniques
- Enhance visual storytelling skills

Learning Outcomes

- Take professional-looking photos using smartphones
- Apply composition and lighting techniques
- Use practical editing tools on mobile devices
- Create visually engaging content
- Apply photography skills in business and social media
- Improve creative storytelling through photography

Target Audience

Entrepreneurs, social media marketers, business professionals, students, content creators, and photography enthusiasts

Key Topics

Smartphone camera features · Composition · Lighting & exposure · Shooting techniques · Mobile editing · Visual storytelling · Content creation

Session Structure

Intro (10 min) · Camera fundamentals (30 min) · Composition & lighting (30 min) · Shooting exercises (30 min) · Q&A (20 min)



COURSE 15 · ARCHITECTURE & DESIGN

Implementing Hospitality in Your Architectural Firm

Hospitality is not only for hotels or restaurants – it can transform how architectural firms operate, interact with clients, and deliver projects. This course teaches architects and design professionals practical methods to embed hospitality principles within their firms, from client interaction and team culture to project delivery and office reputation.

Course 15 · Implementing Hospitality in Your Architectural Firm

Learning Objectives

- Understand the role of hospitality in architectural practice
- Learn strategies for client-centered service and communication
- Improve internal team collaboration and engagement
- Enhance project presentation and client experience
- Implement operational workflows with hospitality in mind
- Cultivate a service-oriented office culture

Learning Outcomes

- Apply hospitality principles in client interactions
- Improve internal office processes for service excellence
- Enhance project presentations and delivery
- Develop a culture of collaboration and care
- Integrate hospitality into the firm's brand and reputation
- Deliver consistent, client-focused architectural service

Target Audience

Architects, architecture studio owners, design managers, interior designers, and project leaders

Key Topics

Hospitality in practice · Client-focused strategies · Team culture · Project presentation · Operational workflows · Case studies from firms

Session Structure

Intro (10 min) · Hospitality in firms (30 min) · Client strategies & workflows (30 min) · Case studies (30 min) · Q&A (20 min)



COURSE 16 · ARCHITECTURE & DESIGN

Hospitality in Your Hotel Design

Designing a hotel is more than creating functional spaces — it is about crafting exceptional experiences for guests. This course teaches architects, interior designers, and hospitality professionals how to integrate hospitality principles directly into hotel design, from spatial planning and circulation to aesthetics and brand alignment, ensuring a memorable guest journey from arrival to departure.

Course 16 · Hospitality in Your Hotel Design

Learning Objectives

- Understand the role of hospitality in hotel architecture
- Learn strategies to enhance guest experience through design
- Apply spatial planning and circulation principles
- Integrate aesthetics, comfort, and operational efficiency
- Develop design solutions that reflect brand and service culture
- Create memorable, guest-centered hotel environments

Learning Outcomes

- Design hotel spaces that prioritize guest experience
- Apply hospitality principles to circulation, layout, and aesthetics
- Balance operational efficiency with comfort and style
- Develop design strategies supporting brand and service culture
- Evaluate hotel designs for functionality and guest satisfaction
- Implement practical hospitality-focused hotel design solutions

Target Audience

Architects, interior designers, hotel developers, hospitality project managers, and design studios specializing in hospitality

Key Topics

Hospitality in hotel design · Guest experience planning · Spatial & circulation strategies · Aesthetics & functionality · Operational efficiency · Case studies

Session Structure

Intro (10 min) · Hospitality principles (30 min) · Guest experience strategies (30 min) · Case studies (30 min) · Q&A (20 min)

COURSE 17 · ARCHITECTURE & DESIGN

Hospitality in Your Restaurant Design

Designing a restaurant is not just about tables and décor — it's about creating an experience guests remember. This course teaches architects, interior designers, and restaurant owners how to integrate hospitality principles directly into restaurant design, using spatial layout, circulation, lighting, materials, and ambiance to optimize both customer satisfaction and operational excellence.



Course 17 · Hospitality in Your Restaurant Design

Learning Objectives

- Understand the role of hospitality in restaurant architecture
- Learn strategies to enhance customer experience through design
- Apply spatial planning, circulation, and ambiance principles
- Integrate aesthetics, comfort, and operational functionality
- Develop design solutions reflecting the restaurant's culture
- Create memorable and welcoming dining environments

Learning Outcomes

- Design restaurant spaces that prioritize guest experience
- Apply hospitality principles to layout, lighting, and décor
- Balance operational efficiency with comfort and aesthetics
- Develop design strategies aligned with brand culture
- Evaluate restaurant designs for functionality and satisfaction
- Implement actionable hospitality-driven design solutions

Target Audience

Architects, interior designers, restaurant owners and managers, hospitality design studios, and hospitality consultants

Key Topics

Hospitality in restaurant design · Guest experience planning · Spatial layout · Lighting & ambiance · Operational efficiency · Case studies

Session Structure

Intro (10 min) · Hospitality principles (30 min) · Guest experience strategies (30 min) · Case studies (30 min) · Q&A (20 min)



COURSE 18 · PHOTOGRAPHY

Food Photography for Restaurants

Visual presentation is critical in the restaurant business. This course teaches participants how to capture professional-quality food photographs that showcase dishes and enhance marketing efforts. Through live demonstrations and hands-on exercises, restaurant owners, chefs, and marketing teams will create compelling visual content that attracts customers and strengthens brand identity.

Course 18 · Food Photography for Restaurants

Learning Objectives

- Understand fundamentals of food photography
- Learn lighting and composition techniques for food
- Apply styling methods to enhance visual appeal
- Capture professional-quality images with camera or smartphone
- Develop content suitable for marketing and social media
- Implement a practical photography workflow in restaurants

Learning Outcomes

- Take visually appealing photographs of dishes
- Apply lighting and styling techniques effectively
- Produce content for social media and marketing
- Enhance brand identity through food imagery
- Integrate photography into daily restaurant operations
- Improve customer engagement through visuals

Target Audience

Restaurant owners, chefs, marketing teams, social media managers, food bloggers, and photography enthusiasts

Key Topics

Camera & smartphone basics · Lighting for food · Composition & styling · Angles & framing · Editing tips · Social media content creation

Session Structure

Intro (10 min) · Lighting, composition & styling (30 min) · Practical exercises (30 min) · Case studies (30 min) · Q&A (20 min)

COURSE 19 · PHOTOGRAPHY

Photography for Business

Professional visual content is essential for branding, marketing, and corporate communication. This course provides practical photography skills tailored for business applications — including product photography, office environments, and marketing visuals — enabling participants to produce images that communicate professionalism and elevate brand identity.



Course 19 · Photography for Business

Learning Objectives

- Understand photography principles for business
- Learn composition and lighting techniques
- Apply practical shooting strategies for office and product images
- Develop content for marketing, social media, and branding
- Enhance professional visual communication
- Implement a simple workflow for business photography

Learning Outcomes

- Take professional business photographs
- Apply lighting and composition techniques
- Produce visuals for marketing and branding
- Enhance corporate image through photography
- Integrate photography into business operations
- Communicate brand messages visually and effectively

Target Audience

Business owners, marketing teams, entrepreneurs, social media managers, and corporate communication professionals

Key Topics

Business photography basics · Lighting & composition · Product & office photography · Editing · Content planning · Visual strategy

Session Structure

Intro (10 min) · Principles & techniques (30 min) · Practical exercises (30 min) · Case studies (30 min) · Q&A (20 min)



COURSE 20 · AI & INNOVATION

Implementing AI in Hospitality

Artificial Intelligence is transforming the hospitality and business landscape. This course teaches participants how to leverage AI tools to optimize operations, improve customer experience, and drive efficiency. From predictive analytics to customer service automation, participants will develop practical, actionable strategies to integrate AI into their professional environments.

Course 20 · Implementing AI in Hospitality

Learning Objectives

- Understand AI applications in hospitality and business
- Learn practical tools for operational optimization
- Improve customer experience through AI-driven solutions
- Automate repetitive tasks and workflows
- Analyze data for better decision-making
- Implement AI strategies for business growth

Learning Outcomes

- Apply AI tools to improve hospitality operations
- Optimize workflows and efficiency
- Enhance customer experience through AI
- Use data to drive informed decisions
- Automate repetitive operational tasks
- Develop practical AI integration strategies

Target Audience

Restaurant owners, hotel managers, business operators, hospitality consultants, and corporate managers

Key Topics

AI fundamentals · Operational optimization tools · Customer service automation · Data analysis · Workflow automation · Case studies

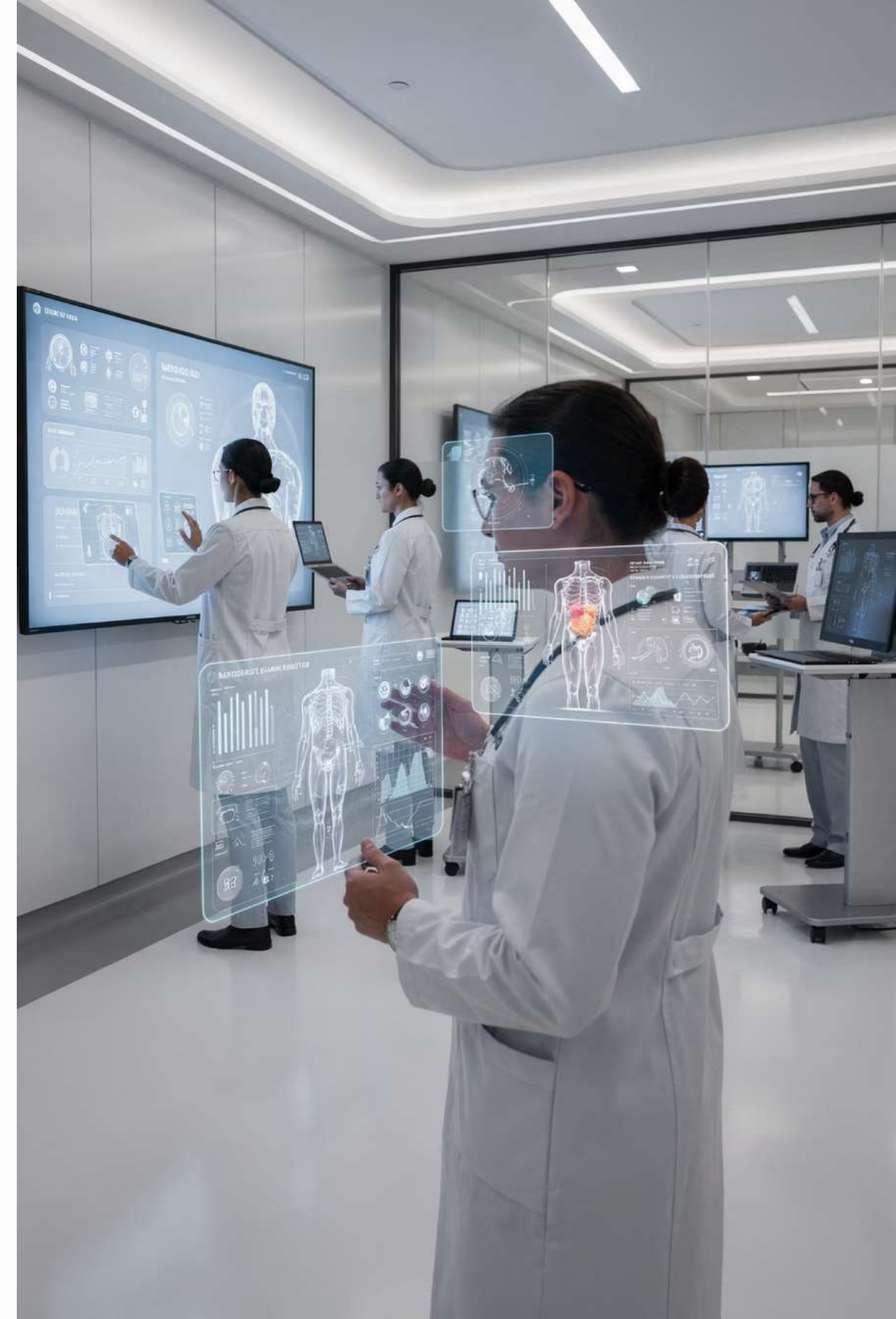
Session Structure

Intro (10 min) · AI applications & tools (30 min) · Optimization & automation (30 min) · Case studies (30 min) · Q&A (20 min)

COURSE 21 · AI & INNOVATION

Implementing AI in Healthcare

Artificial Intelligence is reshaping healthcare environments — from hospitals and clinics to administrative operations and patient care. This course explores the practical use of AI in healthcare, providing participants with actionable strategies to improve patient experience, optimize workflows, and support better decision-making in hospitals and clinics across Lebanon and the region.



Course 21 · Implementing AI in Healthcare

Learning Objectives

- Understand the role of AI in healthcare operations
- Identify AI opportunities in hospitals and clinics
- Improve patient experience using AI tools
- Optimize healthcare workflows and processes
- Use AI for communication and administration
- Apply AI in healthcare decision-making ethically and practically

Learning Outcomes

- Apply AI tools to improve healthcare operations
- Optimize patient journey and administrative workflows
- Use AI for communication, documentation, and reporting
- Leverage data for performance monitoring and decisions
- Select appropriate AI solutions for healthcare environments
- Implement AI in a practical and ethical manner

Target Audience

Hospital administrators, healthcare managers, clinic owners, healthcare consultants, patient experience managers, and healthcare operations teams

Key Topics

AI in healthcare · Patient experience AI · Operational AI tools · Communication automation · Data-driven decisions · Ethical implementation

Session Structure

Intro (10 min) · AI in healthcare (30 min) · Operations & automation (30 min) · Case studies (30 min) · Q&A (20 min)

COURSE 22 · HOSPITALITY

Implementing Hospitality in Your Online Product Business

This 2-hour live session is tailored for online business owners selling through websites and social media platforms. It focuses on improving the full customer journey, from first interaction to post-purchase experience. Participants will learn how to reduce friction, improve communication, and optimize conversion points such as DMs and checkout. The session provides actionable strategies to increase sales, build trust, and create loyal repeat customers.



Course 22 · Implementing Hospitality in Your Online Product Business

Learning Objectives

- Understand online customer experience
- Identify friction points in the journey
- Improve communication and response systems
- Optimize website and checkout flow
- Build trust through digital presence
- Increase conversion rates

Learning Outcomes

- Map and improve the online customer journey
- Reduce friction in buying process
- Improve response time and communication
- Optimize product presentation
- Increase conversions and sales
- Build repeat customer systems

Target Audience

E-commerce business owners, Instagram shop owners, Small business owners, Online sellers, Digital entrepreneurs

Key Topics

Customer journey online, Social media experience, DM communication, Website & checkout optimization, Trust-building elements Conversion & retention strategies

Session Structure

Intro & behavior (15min) Customer journey (20min) Conversion & DMs (25min) Website & checkout (20min) Practice (20min) Case + Q&A (20min)

COURSE 23 · HOSPITALITY

Implementing Hospitality in Your Coaching Business

This 2-hour live session is designed for coaches who want to go beyond delivering sessions and start creating impactful client experiences. Participants will learn how to apply hospitality principles to structure their client journey, enhance emotional connection, and improve session delivery. The training focuses on practical tools to increase client retention, satisfaction, and referrals by transforming coaching into a consistent and memorable experience.



Course 23 · Implementing Hospitality in Your Coaching Business

Learning Objectives

- Understand hospitality principles in coaching
- Identify gaps in current client experience
- Learn how to structure the coaching journey
- Apply personalization techniques
- Improve session delivery experience
- Build a follow-up and retention system

Learning Outcomes

- Design a client-centered coaching journey
- Deliver structured and engaging sessions
- Build stronger emotional connection with clients
- Apply personalization in coaching interactions
- Implement consistent follow-up strategies
- Increase client retention and referrals

Target Audience

Business coaches, Life coaches, Executive coaches, Trainers and mentors, Consultants offering coaching services

Key Topics

Hospitality in coaching, Client journey design, Onboarding experience, Session structure & delivery, Personalization techniques, Follow-up & retention strategies

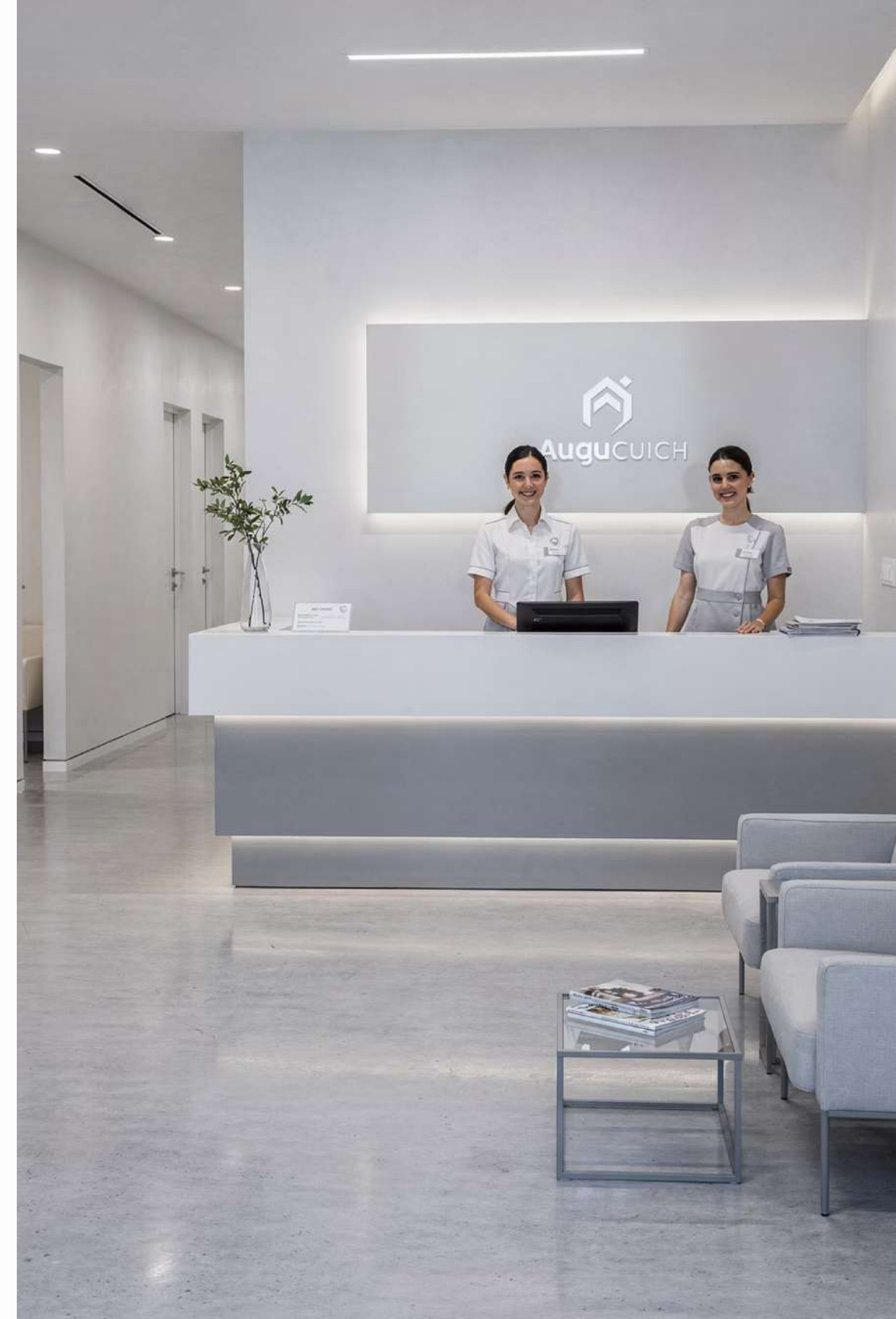
Session Structure

Intro & mindset (15min) Journey mapping (20min)
Session design (25min) Practice (20min)
Follow-up systems (20min) Case + Q&A (20min)

COURSE 24 · HOSPITALITY

Implementing Hospitality in Your Dental Clinic

This 2-hour live session helps dental professionals elevate their clinic experience by integrating hospitality into every patient interaction. The session covers how to reduce patient anxiety, improve communication, and optimize clinic flow from reception to post-treatment follow-up. Participants will gain practical strategies to enhance patient comfort, build trust, and increase retention and referrals through a more human-centered approach.



Course 24 · Implementing Hospitality in Your Dental Clinic

Learning Objectives

- Understand patient experience in dental care
- Identify key patient pain points
- Improve communication with patients
- Optimize clinic flow and operations
- Enhance environment and comfort
- Implement follow-up systems

Learning Outcomes

- Design a patient-centered clinic experience
- Reduce patient anxiety through communication
- Improve first impressions and reception experience
- Create smooth operational workflows
- Enhance patient satisfaction and trust
- Increase retention and referrals

Target Audience

Dentists, Dental clinic owners, Dental assistants, Reception staff, Healthcare managers

Key Topics

Hospitality in healthcare, Patient journey mapping, Reception & first impression, Communication techniques, Clinic operations & flow, Follow-up & loyalty

Session Structure

Intro & psychology (15min) Patient journey (20min) Communication (25min) Operations (20min) Practice (20min) Case + Q&A (20min)

COURSE 25 · HOSPITALITY

Implementing Hospitality in Your Online Food Business

This 2-hour live session is designed for online food brands, cloud kitchens, and delivery-based businesses looking to increase repeat orders and customer loyalty. It focuses on enhancing the full customer experience from ordering and communication to delivery and packaging. Participants will learn practical ways to reduce customer frustration, improve presentation, and create memorable experiences that drive retention and referrals.



Course 25 · Implementing Hospitality in Your Online Food Business

Learning Objectives

- Understand customer behavior in food delivery
- Identify key experience gaps
- Improve ordering and delivery process
- Enhance packaging and presentation
- Build emotional connection with customers
- Increase repeat orders

Learning Outcomes

- Design a seamless food ordering experience
- Improve delivery communication
- Create appealing packaging systems
- Enhance customer satisfaction
- Build loyalty and repeat customers
- Increase referrals and brand value

Target Audience

Cloud kitchen owners, Home-based food businesses, Food delivery brands, Restaurant owners (online focus), Food entrepreneurs

Key Topics

Food customer journey, Ordering experience, Delivery & logistics, Packaging & presentation, Customer communication, Retention strategies

Session Structure

Intro & behavior (15min) Customer journey (20min)
Ordering & delivery (25min) Packaging (20min)
Practice (20min) Case + Q&A (20min)

COURSE 26 · HOSPITALITY

Implementing Hospitality in Your Real Estate Business

This 2-hour live session is designed for real estate professionals who want to improve their closing rates and build long-term client relationships. The session focuses on applying hospitality principles to the client journey, from first contact to post-sale follow-up. Participants will learn how to build trust, personalize their approach, and structure their process to deliver a smooth and professional experience that leads to more conversions and referrals.



Course 26 · Implementing Hospitality in Your Real Estate Business

Learning Objectives

- Understand client experience in real estate
- Identify gaps in client journey
- Improve communication and trust
- Personalize property recommendations
- Structure the sales process
- Build long-term relationships

Learning Outcomes

- Design a client-centered real estate journey
- Improve communication and responsiveness
- Build trust with clients
- Personalize property offerings
- Increase closing rates
- Generate referrals and repeat business

Target Audience

Real estate agents, Brokers, Property consultants, Developers, Real estate sales teams

Key Topics

Real estate client journey, First impression & communication, Property presentation, Personalization, Sales process & workflow, Follow-up & relationships

Session Structure

Intro & psychology (15min) Client journey (20min) Communication (25min) Process & personalization (20min) Practice (20min) Case + Q&A (20min)

PREMIUM !• CONSULTING

Before You Open, Let's Find the Cracks

A focused 2-hour, one-on-one session designed to pressure-test your business before launch.

We challenge your concept through a hospitality and customer experience lens.

You will uncover hidden gaps, risks, and weaknesses in your service design.

The session delivers a clear, direct assessment of what works and what doesn't.

You leave with precise priorities to fix before opening and protect your investment.

Premium: \$400

2 Hours

One-on-One Session



Premium 1 · Before You Open, Let's Find the Cracks

Learning Objectives

- Define your target client with precision
- Deconstruct your business concept from a customer experience perspective
- Identify gaps in your service design before market exposure
- Evaluate the emotional journey of your customer
- Understand the risks hidden in the concept and execution plan
- Develop a clearer, more strategic pre-launch framework

Learning Outcomes

- Clearly articulate who your ideal client is and what to expect
- Diagnose weaknesses in your business concept with objectivity
- Anticipate customer reactions, complaints, and friction points
- Recognize what “good service” must look like in your business
- Make informed adjustments before investing further in launch execution
- Prioritize critical fixes required before opening day

Target Audience

F&B founders Clinic & healthcare business owners, Online service founders, Solo entrepreneurs, Founders in Lebanon and GCC preparing for market entry

Key Topics

Concept Clarity, Customer Definition, Experience Design, Service Standards & Delivery, Risk & Weakness Identification, Failure & Recovery Scenarios

Session Structure

Concept Overview (20 min) Deep Diagnostic & Pressure Test (70 min) Expert Assessment (20 min) Priorities & Next Steps (10 min)

PREMIUM 2 • CONSULTING

Loyalty Program Design

This 2-hour session introduces a human-centered loyalty strategy designed to transform occasional customers into loyal regulars.

It moves beyond apps, points, and discounts to focus on emotional loyalty rooted in Lebanese hospitality culture. Participants learn how to identify, track, and understand their most valuable customers without any technology investment.

The session provides practical tools to train staff in recognition, personalization, and guest memory. It also addresses how to re-engage lost customers in a simple, structured, human way. The result is an immediately implementable loyalty framework built on behavior, not software.

Premium: \$300

2 Hours

One-on-One Session




Premium 2 · Loyalty Program Design


Learning Objectives

- Understand the difference between transactional and emotional loyalty
- Identify their most valuable customers using simple manual methods
- Design a 3-level “regulars” system for their business
- Train staff to recognize and personalize customer interactions
- Build emotional loyalty through hospitality-based behaviors
- Re-engage inactive customers using structured communication

Learning Outcomes

- Build a clear, structured loyalty framework without digital tools
- Increase customer return rates through recognition and personalization
- Segment customers into meaningful loyalty levels
- Equip their team with practical customer memory techniques
- Apply real-life hospitality behaviors to drive retention
- Implement a reactivation system for lost or inactive clients

 **Target Audience**
F&B business owners, Clinics and healthcare providers
Online business owners, Service-based SMEs,
Customer experience managers

 **Key Topics**
Emotional vs transactional loyalty, Loyalty levels system
(Staff training , Hospitality-based customer experience
design, Re-engagement strategies for inactive clients

Session Structure
Overview (15 min) Loyalty (20 min) Building Regulars
System (25 min) Loyalty Levels Design (20 min) Staff
Training (20 min) Re-engagement Strategy (15 min)
Implementation Plan (5 min)

PREMIUM 3 · HOSPITALITY

The Hospitality Way to Sell More

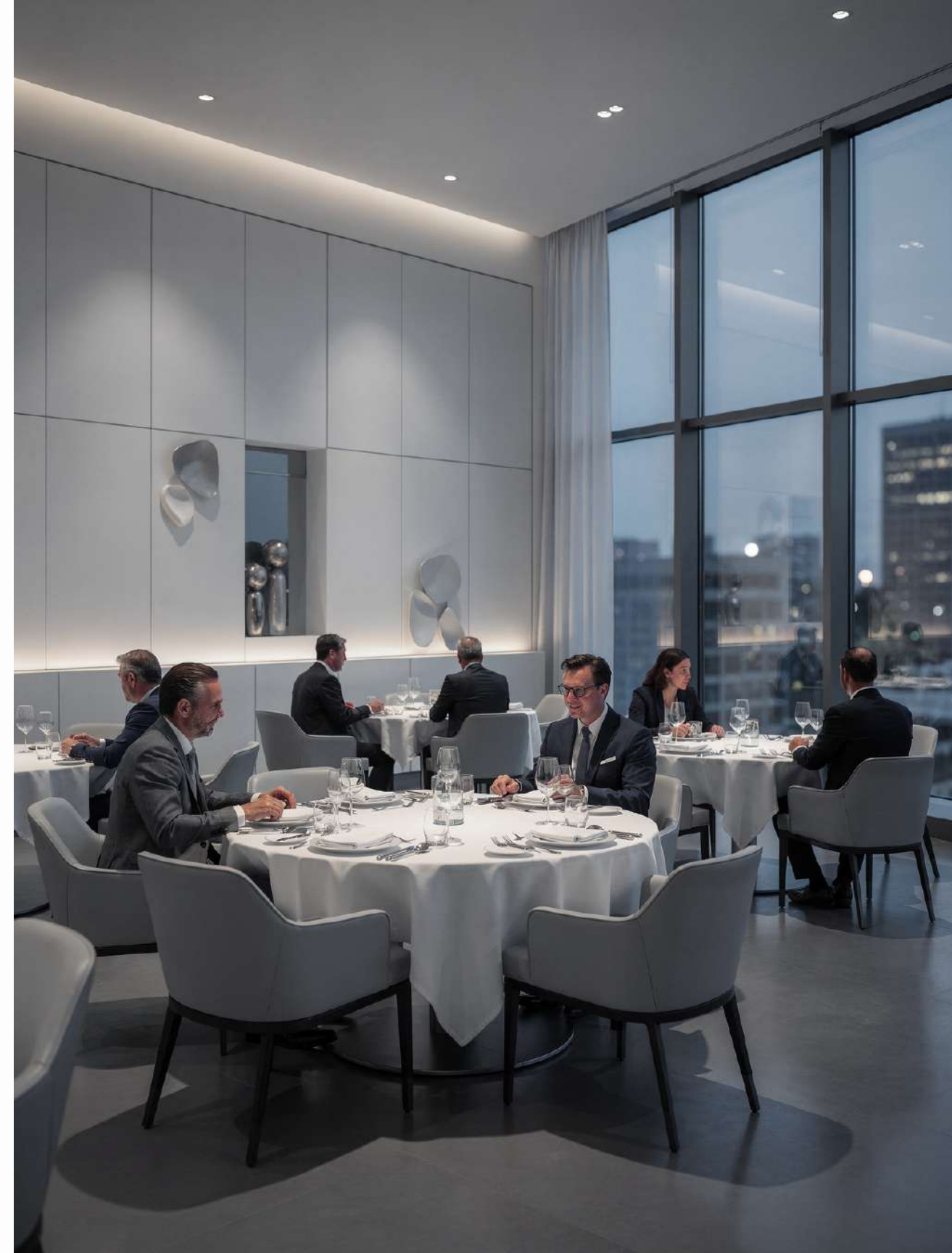
Cross-Selling & Upselling Training

This training helps service teams transform upselling and cross-selling from a pressured sales tactic into a natural hospitality skill. It focuses on how to increase revenue by enhancing guest experience rather than pushing products. Participants learn how to read guest behavior, personalize recommendations, and use language that feels authentic and service-driven. Through real hospitality scenarios, role-plays, and practical techniques, teams learn to increase average spend while strengthening trust and satisfaction. The goal is simple: sell more by serving better.

Premium: \$300

2 Hours

One-on-One Session




Premium 3 · The Hospitality Way to Sell More


Learning Objectives

- The difference between selling and hospitality-driven hosting.
- How cross-selling and upselling impact revenue and guest experience.
- Develop effective, non-pushy language for recommendations.
- Identify guest moods & behavioral signals to guide timing of suggestions.
- Strengthen menu or product knowledge as a sales enablement tool.
- Apply real-time upselling techniques through live role-plays.

Learning Outcomes

- Ability to naturally integrate upselling into service interactions.
- Increased confidence in making personalized recommendations.
- Improved guest reading and situational awareness.
- Higher average spend per customer without increasing customer base.
- Stronger consistency in service language across the team.
- Enhanced guest satisfaction and perceived value.

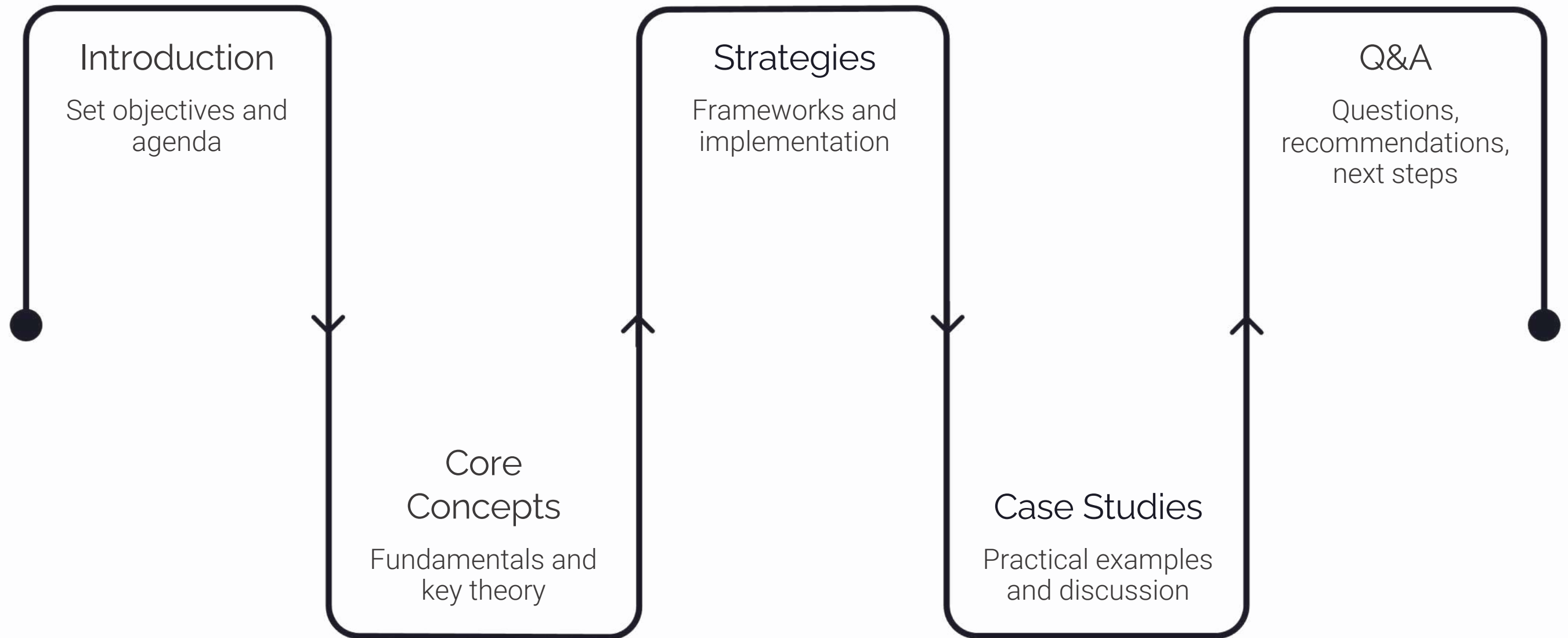
 **Target Audience**
F&B teams (service staff, supervisors, managers)
Clinics and healthcare reception teams, Retail and customer-facing service teams

 **Key Topics**
Selling vs Hospitality mindset, Upselling & cross-selling principles, Guest psychology, High-impact recommendation phrases, Menu/product knowledge

Session Structure
Selling vs Hosting (10 min) Upselling & Cross-Selling (25 min) Guests (20 min) Menu Knowledge (20 min) Real Scenarios (30 min) Implementation Plan (15 min)

Every Course Includes

Standard 2-Hour Session Structure



This structured format ensures every participant moves from understanding theory to applying practical strategies – all within a focused, high-impact 2-hour live session.

WORKSHOP 1 · PHOTOGRAPHY

The art of making seconds last forever

The Professional Photography Fundamentals and Creative Styles course is a structured 10-hour training program designed to provide participants with a comprehensive understanding of photography from both technical and artistic perspectives. The course introduces the fundamental principles of camera operation, exposure control, composition, and visual storytelling, followed by an exploration of major photography styles including street, sports, portrait, landscape, macro, HDR, and night photography.



Workshop 1 · The art of making seconds last forever

Learning Objectives

- Understand the principles of photography and camera operation.
- Learn how to control exposure using aperture, shutter speed, and ISO.
- Develop strong composition and visual storytelling skills.
- Explore different photography styles and their practical applications.
- Apply technical and creative photography techniques
- Understand photography law and ethical considerations in public

Learning Outcomes

- Operate a digital camera using manual and semi-manual modes.
- Control exposure and lighting to produce well-balanced images.
- Apply composition techniques to create visually strong photographs.
- Capture images in multiple photography styles
- Analyze photographic situations and make creative and technical decisions.
- Produce professional-quality images with artistic and technical awareness.

Target Audience

Beginner photographers, Photography enthusiasts, content creators, Students, Marketing and media professionals.

Key Topics

Camera and Lens Fundamentals · Exposure Triangle · Composition and Visual Language · The Camera and Technical Control

Workshop Structure

Module 1 (2 hours) · Module 2 (2 hours) · Module 3 (2 hours) · Module 4 (2 hours) · Module 5 (2 hours) ·

WORKSHOP 2 · DESIGN

Hospitality-Inspired Healthcare Design

Hospitality-Inspired Healthcare Design: Creating Healing Environments in the GCC is a professional training programme designed to help healthcare and design professionals understand how hospitality principles can be integrated into healthcare environments to enhance patient experience, operational efficiency, and healing outcomes. Modern healthcare facilities are evolving beyond traditional clinical models to embrace patient-centered, culturally responsive, and technologically advanced environments that prioritize comfort, privacy, and well-being.



Workshop 2 · Hospitality-Inspired Healthcare Design

Learning Objectives

- Understand the principles of hospitality-inspired healthcare design
- Explain evidence-based design and healing environments in healthcare
- Analyze spatial flow and patient journey optimization strategies
- Apply sensory and cultural design principles in GCC
- Evaluate healthcare materials, art, and ROI in design decisions
- Understand future trends and smart healthcare innovations in the GCC

Learning Outcomes

- Define hospitality-inspired healthcare design and its importance
- Explain evidence-based design principles in healthcare environments
- Analyze spatial flow and operational harmony in hospitals
- Apply cultural and sensory design strategies in GCC healthcare settings
- Evaluate materials, art, and design investments using ROI principles
- Identify future healthcare trends and smart hospital innovations

Target Audience

Healthcare architects and interior designers, Hospital administrators and facility managers, Hospital operations professionals, University students

Key Topics

Hospitality-inspired healthcare design principles
Evidence-based design and healing environments
Hospital spatial flow and patient journey mapping

Workshop Structure

Module 1 (2 hours) · Module 2 (2 hours) · Module 3 (2 hours) · Module 4 (2 hours) · Module 5 (2 hours) ·

WORKSHOP 3 · HEALTHCARE

Elevating Patient Experience Through Hospitality

The Elevating Patient Experience Through Hospitality programme is a 10-hour professional development course designed to equip healthcare leaders and staff with practical tools to integrate hospitality principles into healthcare operations. The programme focuses on improving patient experience through empathy, professional communication, service recovery, operational excellence, and the professionalization of the Patient Experience Officer (PXO) role.



Workshop 3 · Elevating Patient Experience Through Hospitality

Learning Objectives

- Understand the foundations of hospitality in healthcare operations.
- Apply human-centered communication and empathy in patient interactions.
- Define and operationalize the role of Patient Experience Officers
- Implement service recovery and complaint resolution strategies.
- Professional etiquette and service culture in healthcare environments.
- Operational and organizational value of hospitality-driven care.

Learning Outcomes

- Integrate hospitality principles into healthcare service delivery.
- Communicate effectively and empathetically with patients and families.
- Support PXO initiatives and patient experience strategies within hospitals.
- Manage complaints and service recovery situations professionally.
- Apply professional etiquette and culture-building practices.
- Contribute to improved patient satisfaction and service quality.

Target Audience

Hospital administrators, Patient Experience Officers, Heads of Nursing , Healthcare supervisors, Ministry of Health officials, Healthcare university students

Key Topics

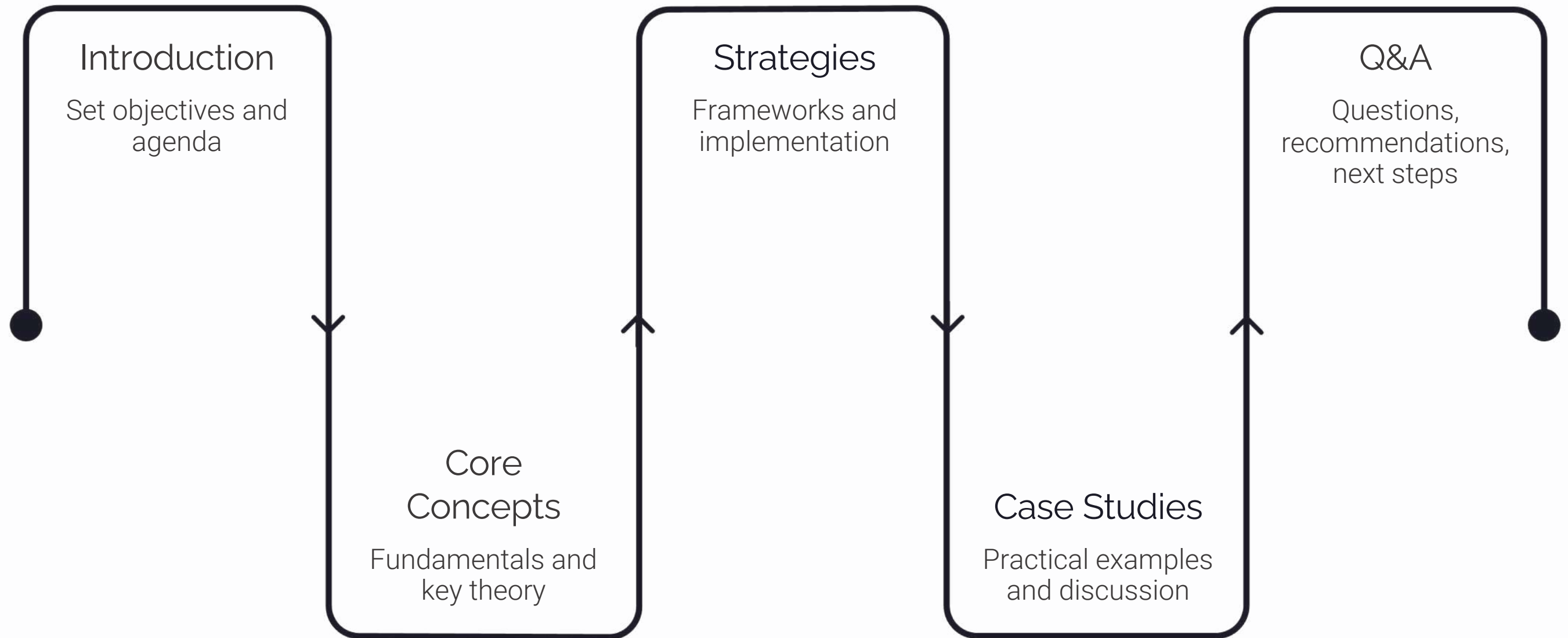
Hospitality in healthcare operations, Emotional intelligence and patient-centered care, patient expectations, Human-centered empathy

Workshop Structure

Module 1 (2 hours) · Module 2 (2 hours) · Module 3 (2 hours) · Module 4 (2 hours) · Module 5 (2 hours) ·

Every workshop consist of 5 modules / Each module is a standard 2 hour session

Standard 2-Hour Session Structure



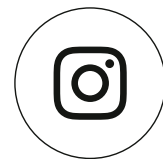
This structured format ensures every participant moves from understanding theory to applying practical strategies – all within a focused, high-impact 2-hour live session.

Connect With Us

We'd love to hear from you.

Whether you have questions about our courses and workshops,, or simply want to learn more – reach out through any of the channels below.

We're always happy to connect.



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