

# EMPOWERMENT: A WAY OF LIFE

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**Keynote, Half Day or  
One Day Seminar**



## THE SERVICE STRATEGY

- Building a Brand Around Customer Service
- Crush the Competition
- Implement a Strategy that will not be Copied for 10 Years

## DEVELOPING A SERVICE CULTURE

- Steps Critical to Success
- Developing a High Performing Empowered Workforce
- Steps Critical to Developing your Employees

## WORLD CLASS SERVICE LEADERS

- Lessons Learned from Amazon, Apple, Costco, Southwest Airlines
- International Service Leaders: Metro Bank London, Wilderness Safari Africa

## SPEED - DO IT FAST, DO IT NOW AND DO IT RIGHT

- Speed Role Models: Amazon, Redbox
- Speed Failures: US Federal Government, World Trade Center, Bank of America
- Creating a Speed Mindset
- Eliminating Barriers to Speed
- Impact of Social Media

## I'M AFRAID - PROBLEMS TO OVERCOME

- Hey I Need this Job
- I Have to Pay?
- Don't Yell at Me

## HIRE AND PROMOTE THE BEST

- Be selective - Hire 1 out of 50
- Only Hire Employees who Love Customers
- Why Non Performing Employees Must be Terminated

## THE LITTLE THINGS MATTER

- Mayo Clinic
- Walgreens
- Subway

## EMPOWERMENT IS MARKETING MONEY

- Half Your Marketing Money is Wasted
- Targeted Marketing Money
- Creating Over Happy Customers
- Word-of-Mouth Advertising

## HIRE PEOPLE WHO AREN'T AFRAID TO STAND OUT

- Future Workforce Agile, Creative, Multitalented & Empowered
- A Dramatic Facelift
- Avoid those who Fear and Cling to Status Quo

## WHY IS EMPOWERMENT SO DIFFICULT TO ACHIEVE

- Is it Really a Myth?
- Fears and Barriers
- Creating an Empowered Culture