



# Brad Worthley

Trainer, Consultant and  
World Class Speaker

*“Changing Cultures, Not Just People”*

Brad Worthley, an accomplished consultant with over 30 years of business management experience, is also an internationally acclaimed leadership, customer service and motivational expert.

**PASSION:** A true professional, **Brad equips companies with dynamic customer service and leadership essentials.** He will assist you in developing a step-by-step plan to positively change your culture based on his successful business philosophy that "praise breeds change." Brad notes that it is easy to change people, but unless the leadership has undergone specialized training on how to manage a service culture, the employees will revert back to their old ways within 90 days. Brad teaches leading corporations how to consistently build and retain customer loyalty using his proven methods. Brad is also the creator of a revolutionary new concept in modifying behavior called "Perception Awareness Training."

## Description of Top Six Seminars

### **“Exceeding Customer Expectations” (Internal & External) – 1 to 3 Hours**

Businesses can no longer have the goal of meeting the customer's expectations; the goal today must be to exceed them. What does that look like from the customer's perspective? Brad will entertain you with great stories and hilarious examples of businesses that step out of the box and find ways to wow the customer. You will walk away with actionable information with which to make changes yourself. Targeted to anyone, from any industry, at any level. Benefits from this seminar will include:

- Increased employee performance
- Increased employee retention
- Increased customer retention
- Increased sales
- Increased profits

**Key Presentation Points:** Creating an emotional attachment, Perception is the customer's reality, Opening the customer's mind, Pedestal words, How people judge us, Consistency, Gender.

### **“Outstanding Leadership in a Service Culture” – 1 to 3 Hours**

Are you the kind of leader that asks: "Did my employees do what they were supposed to do today?" or are you the kind of leader that asks: "Did I do what I was supposed to do today, so that my employees could do what they were supposed to do?" Brad offers thoughts on how we can change our behavior just slightly, in order to greatly impact the people we lead. This session is a must for a strong company culture. Targeted to anyone, from any industry, who supervises people. Benefits from this seminar will include:

- Eliminate office politics
- Increased employee performance
- Increased employee retention
- Increased sales
- Increased profits

**Key Presentation Points:** Walk the walk, Coach instead of teach, Synergy, Credible leadership, Giving constructive feedback, Manager styles, Learning styles, Body language, Boundaries, Motivators, De-motivators.



BRAD WORTHLEY  
INTERNATIONAL

## **“Changing Cultures and Not Just People” – 1 to 2 Hours**

Companies spend a lot of time trying to change employees, but maybe it's not them who need to change? Changing people is frustrating and an endless futile process until the culture of the entire organization has changed. Brad will offer ideas on how to make them become reality. Targeted to upper level management (decision makers). Benefits from this seminar will include:

- Attitude vs. aptitude
- The experience
- Open dialogue
- The customer's perspective
- Changing your vocabulary
- Employees active in the process
- Accountability
- Inspect what you expect
- Personal action plans.

**Key Presentation Points:** People don't fail – systems do, Accountability, Inspect what you expect, Re-think your role as a manager, Proactive leadership, Non-negotiable standards, Personal action plans.

## **“Reduce Stress: Bring Balance To Your Life ” – 1 Hour**

Improving work performance and employee morale comes with finding balance in your personal and professional life. You cannot help others if you are not able to take care of yourself, so learn how to take better care of your emotional, physical, spiritual and intellectual needs. Targeted to anyone, from any industry, who supervises people. Benefits from this seminar will include:

- Reduce chaos in your life
- Reduce stress
- Increased employee performance
- Increased employee retention

**Key Presentation Points:** Reduce Chaos, Motivation to Change, Prioritize Yourself, 12 Categories to Balance, Why we get out of Balance, Seeing the Big Picture, Celebrate the Small Victories.

## **“Exceeding Customer Expectations in a Call Center World” – 3 hours**

Call Centers can no longer allow mediocrity in their workplace. The goal of each employee should be to “exceed” each customer's expectations and create a great experience for them. What does that call sound like from the customer's perspective? Brad will entertain you with great stories and hilarious examples of businesses that found ways to wow the customer. You will walk away with actionable information with which to make immediate changes. Targeted to anyone, at any level, in call centers. Benefits from this seminar will include:

- Increased employee performance
- Increased employee retention
- Increased customer retention
- Increased sales
- Increased profits

**Key Presentation Points:** Creating an emotional attachment, Perception is the customer's reality, How do people judge us, Becoming an advocate, Teamwork, Attitude/aptitude, Obstacles to listening, Listening statements, Customer behaviors, Difficult customers, Sincerity, Customer Peeves, Stress.

## **“Exceeding Customer Expectations: Bringing Sales & Service Together” – 1 to 3 Hours**

Many people believe that sales and service are two separate functions, and treat them that way. This session will change the way you think, and make them a single process. You will learn how to exceed the customer's expectations, build an emotional attachment with them, and also learn how to close the sale with very little extra effort. Targeted to internal or external sales cultures, from any industry, at any level. Benefits from this seminar will include:

- Increased employee performance
- Increased employee retention
- Increased customer retention
- Increased sales
- Increased profits

**Key Presentation Points:** Create more sales time, How to “wow” them, Perception is the customer's reality, Opening the customer's mind, Pedestal words, How people judge us, Becoming a consultant, Explore their mind, Defining “Value”, The word “No”, Body language, Empowerment with options.