

## Brad Worthley Bio

Brad Worthley is an accomplished business consultant with over 35 years of management experience. He is also an internationally acclaimed leadership and customer service expert who has trained over a million people in a wide range of industries throughout the world in the last 18 years. His client list contains some of the largest and most prestigious corporations in the world from a diverse range of industries. As an expert in his field, he teaches businesses of all sizes how to consistently build and retain both customer and employee loyalty by changing their culture and not just their people. He is passionate about helping organizations establish and sustain service cultures: This is a place where employees love to come to work and customers love to do business.

As a world-wide keynote speaker and trainer, Brad is always the highest rated speaker at any event he speaks at because his content is not only innovative and incredibly powerful, but delivered with passion, enthusiasm and humor. His presentations have been called "shows" by many and the attendees always ask "when will he be back". There is no other speaker that can keep an audiences attention totally glued on him for hours and still have the attendees walk away wanting more. Much of his expertise and knowledge on customer perception comes from owning one of the largest mystery shopping companies in the United States. He was also past President of the Mystery Shopping Providers Association in 2002/03. He was awarded the "Volunteer of the Year Award" for 2001, as well as being awarded the highest honor in the industry in 2002, which is the "Hall of Fame Award".

It has been proven repeatedly that you cannot have a service culture unless you have leaders who understand how to "lead" people in that culture (and stop "managing" them). That is why Brad is passionate about leadership assessments, leadership training and leadership coaching. His newest book, which contains his leadership theories, is titled "Speaking of Success" which also includes chapters by Ken Blanchard, Stephen Covey and Jack Canfield. His first book is titled "The Ultimate Guide to Exceeding Customer Expectations" and that is also the title of his most powerful and demanded seminar (Exceeding Customer Expectations). His seminars are customized to each clients needs so they feel like he truly understands their industry and challenges they face. Brad trains employees from all levels from the CEO down to the front line workers and they will all walk away inspired and motivated.