



# Brad Worthley

Author, Consultant, Coach,  
Trainer and World Class  
Professional Speaker

*“Changing Cultures, Not Just People”*

**Brad Worthley**, an accomplished consultant with over 35 years of business management experience, is also an internationally acclaimed leadership and customer service expert. He is an author, consultant, coach, keynote speaker and trainer, who has trained over a million people in a wide range of industries throughout the world. Brad's client list contains Alaska Airlines, Bank of America, Bank One, Helzberg Diamonds, Louis Vuitton, Macy's, McDonalds, Nordstrom, Western Union and many others (for a complete list visit: [www.BradWorthley.com](http://www.BradWorthley.com)). Brad is always the highest rated speaker at any event he presents at and his humorous presentations are considered “shows” by many.

**Mission:** Helping organizations create service cultures: A place where employees love to work and customers love to do business.

## Descriptions of Brad's Top Rated Keynotes & Seminars

### **“Exceeding Customer Expectations” (Both Internal & External Customers) – Keynote**

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 learn about how customers create their perceptions of you, your employees and your business. You will walk away with actionable information with which to make changes the very same day. This session is targeted to anyone, from any industry, at any level. Some of the topics covered will include:

- Three Customer Levels
- Creating Emotional Attachments
- Perception Becomes the Customer's Reality
- The Three Levels of Listening
- Using Pedestal Words
- How People Judge Us

### **“Outstanding Leadership in a Service Culture” – Keynote**

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. This session is targeted to anyone, from any industry that supervises people. Some of the topics covered will include:

- The Profit Chain
- All Eyes Are On The Leader
- Rethinking Your Role as Manager
- Managers vs. Leaders
- Reactive vs. Proactive Leadership
- People Don't Fail as Much as Systems
- Body Language as a Leadership Tool



BRAD WORTHLEY  
INTERNATIONAL

## **“10 Critical Steps That Could Make or Break Your Business” – Keynote**

Most business owners or managers know their craft or industry, but many have never been formally educated on how to create a company’s vision and blueprint for long term success. How successful could they be if given the right tools and knowledge? Brad will cover the 10 critical steps that every business needs to know in order to dominate their competition. This session is targeted to anyone, from any industry, which owns or manages a business of any size. Some of the topics covered will include:

- How to Create a Strategic Plan
- Defining Your Unique Differentiating Factor
- Setting S.M.A.R.T Goals
- Non-Negotiable Service Standards
- Hiring Right the First Time
- Focusing on The Profit Chain
- Establishing a Coaching Culture

## **“Different Generations, Different Challenges....Dude” – Keynote**

Today’s workforce is different from the past and if we don’t learn to understand the differences, then we will get frustrated by those differences. It seems that the Baby Boomers, who tend to make up a large part of today’s leadership, are developing increasing anxiety over how to communicate with generation “Y” or the “Millennials” as they like to be called. This session will clarify the generation differences and give you the answers on how to communicate respectfully with each other in order to get the most from everyone.

- Defining the generations
- How they impact the workplace
- They don’t like to be dictated to, so don’t
- How to lead and not manage them
- How praise & recognition impacts the generations
- How to communicate with respect

## **“Desire – Success for Life & Business” – Keynote**

The only thing that keeps people from achieving their goals or dreams is desire. Why do so many people want to lose weight, build their dream home, have a great relationship, or get the promotion they have always wanted but only a small percentage ever achieve it? Two people with the exact same skill set will end up with two different lives because one of them “chose” to desire the things they want more than the other. This session will have you evaluating and identifying the inner saboteur within that keeps you from living an extraordinary life. This seminar will free you from roadblocks to success and give you a step by step process on how to be more powerful in your personal or business life - It will change your life! Some of the topics it will include are:

- Three Levels of Desire
- Two Emotional Motivators
- Understanding Fear
- Paralysis of Victimization
- Your Inner Saboteur
- Reinventing Yourself
- Energy Givers & Vampires

## **“Exceeding Customer Expectations in a Call Center or Help Desk World” – Keynote**

Call Centers and Help Desks 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? You will learn about how customers create their perceptions of your employees and your organization with just voice inflection. This session is targeted to anyone, from the Call Center or Help Desk industry, at any level. Some of the topics covered will include:

- Perception Becomes the Customer’s Reality
- Being the Customer’s Advocate
- The Three Levels of Listening
- Using Pedestal Words
- It’s All About Attitude
- Five Primary Caller Behaviors



### **“Exceeding Customer Expectations” (Both Internal & External Customers) – 2 Hour Session**

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 learn about how customers create their perceptions of you, your employees and your business. You will walk away with actionable information with which to make changes the very same day. This session is targeted to anyone, from any industry, at any level. Some of the topics covered will include:

- Three Customer Levels
- Perception Becomes the Customer’s Reality
- The Three Levels of Listening
- Using Pedestal Words
- How People Judge Us
- Handling Difficult Customers

### **“Desire – Success for Life & Business” – 2.5 Hour Session**

The only thing that keeps people from achieving their goals or dreams is desire. Why do so many people want to lose weight, build their dream home, have a great relationship, or get the promotion they have always wanted but only a small percentage ever achieve it? Two people with the exact same skill set will end up with two different lives because one of them “chose” to desire the things they want more than the other. This session will have you evaluating and identifying the inner saboteur within that keeps you from living an extraordinary life. This seminar will free you from roadblocks to success and give you a step by step process on how to be more powerful in your personal or business life - It will change your life! Some of the topics it will include are:

- Three Levels of Desire
- Two Emotional Motivators
- Understanding Fear
- Our Primal Fears
- Paralysis of Victimization
- Your Inner Saboteur
- Reinventing Yourself
- Energy Givers & Vampires

### **“Different Generations, Different Challenges....Dude” – 2 Hour Session**

Today’s workforce is different from the past and if we don’t learn to understand the differences, then we will get frustrated by those differences. It seems that the Baby Boomers, who tend to make up a large part of today’s leadership, are developing increasing anxiety over how to communicate with generation “Y” or the “Millennials” as they like to be called. They are incredibly talented and will more than likely save the world from our current problems, but they communicate in a different manner. Some of the topics covered will include:

- Defining the generations
- How they impact the workplace
- How to lead and not manage them
- How praise & recognition impacts the generations
- How to communicate with respect
- Can’t we just all get along?

### **“Reduce Stress & Increase Productivity” – 4 Hour Session**

Stress is a part of most of our lives and it dramatically inhibits so much of our productivity. This session will teach you how to eliminate many of the things that cause stress in our personal and business lives. Brad will also teach you the secrets to removing wasteful and time consuming things from your day and prioritizing your time so that you can get more done each day in less time. Brad will make you aware of the 12 areas of life that need to be in balance in order to live an stress free life.

- Reducing the Chaos
- Recharging Your Batteries
- The Sprint and Rest Method
- Prioritizing Yourself
- The Twelve Areas Of Life
- Suggestions For Reducing Stress Now



### **“Turning Managers into Leaders” – 4 Hour Session**

There are very few great “leaders” in this world because we train people to be “managers”. Managing is about process and leading is about people, so this session can help people make the transition to a leader. Brad believes that it is impossible to have a service culture unless you have leaders who are trained on how to lead people in that culture. Are you a manager that asks: “Did my employees do what they were supposed to do today?” or are a 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 provides suggestions 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. This session is targeted to anyone, from any industry, who is in a supervisory role. Some of the topics covered will include:

- 22 Characteristics of a Great Leader
- Differences Between Managers and Leaders
- The Four Management Styles
- Reactive vs. Proactive Leadership
- Habits Are Hard to Break
- No Thought Lives Rent Free in Your Head
- Proper and Improper Delegating
- The Top Motivators and De-Motivators

### **“How to Coach Your Employees, Peers or Supervisor” – 4 Hour Session**

There is a huge difference between training and coaching, so this session will teach you the technical process of personal coaching. Coaching is a gentler form of communication that can get employees to do the things you have been asking them to do and help them gain respect for you in the process. Coaching is about self discovery and allowing employees to come up with their own answers to questions and solutions to problems. A great leader does not have all the answers, instead, they have great questions and that is what coaching is all about. Coaching can increase employee productivity by as much as 300%, so the coaching process is very powerful and needs to be learned in order to be a great leader of people. This session is targeted to anyone, from any industry, who is in a supervisory role. Some of the topics covered will include:

- What Coaching is and is Not
- Setting S.M.A.R.T. Goals
- Six Most Common Pitfalls to Coaching
- Coaching Up Techniques
- The Gremlin
- The Intake Session
- Coaching Session Planning
- Five Roles of a Coach

### **“Increase Communication & Increase Success” – 4 hour Session**

If you take a serious look at why companies struggle or employees fail, in most cases it is a lack of communication. There is a process to developing a series of communication systems in order to be successful and these will be discussed. There should be no energy spared in an organization’s efforts to increase the flow of information throughout the entire organization. This session is targeted to anyone in a leadership role, from any industry, at any level. Some of the topics covered will include:

- Three learning styles
- Five conversational behaviors
- Five primary causes of upsets
- Determining intent
- How to keep from making people wrong
- Eliminating office politics and drama
- 10 ways to give constructive feedback

