



# Brad Worthley

Internationally Acclaimed  
Award Winning  
Professional Speaker

*“Changing Cultures, Not Just People”*

**Brad Worthley**, an accomplished consultant with over 42 years of business management experience, is also an internationally acclaimed leadership, customer service and motivational expert. He is an author of four books, consultant, keynote speaker and trainer, who has trained hundreds of thousands of people in a wide range of industries throughout the world. Brad's client list includes Alaska Airlines, Bank of America, Costco, Louis Vuitton, Macy's, McDonalds, Nordstrom, Western Union and dozens of Indian Tribes and their enterprises (complete list: [www.BradWorthley.com](http://www.BradWorthley.com)).

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

## What Clients Say About Brad's Keynotes Speeches

*“Thank you so much for your presentation. I knew it would be good but what was even better were the comments from staff saying that you have been the best speaker/trainer of all that we have had for our training retreats, of which this was the 9<sup>th</sup> annual one. Your stories were relevant and easy to relate to and presented in a fun and interesting way. As you spoke, I looked around the room and could see that you had everyone engaged.”*

**Lorraine Brooks- Director of Multi-Family Housing  
Kiemle & Hagood Co.**

*“I have experienced many motivational speakers through the years, but his message and style far exceeded that of any others. I have heard nothing but positive response and, hopefully, each attendee brought away tools that will help them personally and us organizationally to meet issues we face in our lives.”*

**Steve Hixon. Human Resources Director  
The Klamath Tribes**

*“On behalf of our Chapter Members, I wanted to thank you for speaking at our April Monthly Meeting at the World Forestry Center in Portland, OR. Your presentation on Exceeding Customer Expectations met with good reviews from our members. This was one of our highest rated meetings this year. Thank you so much for such a dynamic and fulfilling presentation.*

**Midge Dobbs, CMP, 2011/12 President  
Meeting Professionals International**

*“I just wanted to take a moment to let you know how successful and well-received your presentation was at our General Manager's meeting in Las Vegas. On a scale of 1 to 10, with 10 being the highest, **your presentation scored a 9.51!** Our managers not only expressed their enthusiasm for your presentation itself, but their eagerness to return to their centers and put into practice the customer service techniques taught in your seminar. Thank you again for your outstanding presentation!”*

**Gregory Link, V.P. Operations  
Chelsea Property Group, Inc.**

*“Thank you for the outstanding job you did at our 33<sup>rd</sup> Annual Seminar! Your presentation and ideas on how to improve our performance were well received by our entire staff. We have used many speakers in the past and it is rare that anyone has reached the wide variety of personalities and levels of experience that makes up our group.”*

**Ronald Butler, President  
Business Careers**

## Available Keynotes Speeches

### **“Mastering the Art of Public Speaking” – 1 Hour**

Public speaking is the greatest fear most people have, even greater than spiders and death itself. 74% of the population has what is called “Glossophobia” which is stage fright or the fear of public speaking. There is also a small part of the population who are comfortable speaking in front of people and they want to learn to do it better (or to make a living as a professional speaker). Brad will unlock the secrets to being a great public speaker and provide you with his 26 years of experience as one of the highest-rated presenters in the world. Topics include:

- How to Eliminate Fear
- Providing Value to Your Audience
- The Eight Secrets to a Great Speech
- Why PowerPoint is The Kiss of Death
- Why You Should Never Break the #1 Rule in Public Speaking

### **“How to Create and Sustain a Strong Service Culture” – 1 Hour**

Most business owners or managers know their craft or industry, but many are so busy working “in” the business, that they forgot about working “on” the business. How successful could they be if given the right tools and knowledge? Brad will cover the critical steps that every business needs to know to create a culture where employees love to come to work and customers love to do business. If you are going to build a castle, you must have a strong foundation and that is what this session will provide. This session is for all leaders. Topics include:

- Hiring Right the First Time
- Focusing on The Profit Chain
- Non-Negotiable Service Standards
- Defining Your Unique Differentiating Factor
- Developing Consistent Thought, Behavior & Action

### **“How to Increase Employee Productivity by 300%” – 1 Hour**

Coaching is a respectful form of communication that can get employees to do the things you want them to do, while respecting 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 so they cannot feel dictated to (it also helps build confidence in people). A great leader does not have all the answers, instead, they have great questions, which is what coaching is all about. This session is targeted to anyone, from any industry, who supervises people. Topics include:

- Coaching vs. Teaching
- Coaching vs. Counseling
- What Coaching Is and Is Not
- Five Powerful Coaching Tips
- Six Most Common Pitfalls to Coaching

### **“Conversational Charisma: Mastering Communication & Relationships” - 1 Hour**

Great communication skills are a learned behavior, not something you are born with. You might have been born with the gift of gab, but do your words endear people to you, or repel them away? Learn simple tips on how to increase sales, improve customer service or have better relationships within your organization or in your personal life. You will be shocked at how simplistic, yet how rare, these communication skills are. It will change the way you do business, the way you speak to your family and the way you raise children. Topics include:

- Why Silence Is Not Always Golden
- Why Most People Don't Listen Well
- Asking Permission Before Offering Advice
- Using More Dialogue and Less Monologue
- How to Avoid Making Other People Wrong



## “Self-Management: Increasing Efficiency & Productivity” - 1 Hour

As leaders of people, you should never attempt to “manage” or “boss” other people. However, there is one person that needs to be managed and that is ourselves. Self-management is a critical component to not just being a great leader of people, but being a great employee, significant other, parent or friend. Learn the parts of our lives that need to be managed on an hourly and daily basis to help us be more successful. Learn the secrets to having an extraordinary and stress-free job and life. Some of the topics it will include are how to manage your:

- Time
- Fears
- Stress
- Priorities
- Emotions
- Behavior

## “Embracing Excellence” – 1 Hour

This session focuses on what it takes to make your customers talk about you or your business to other people. Creating advocates, that help you grow your business, comes from not only doing what the customer expects, but doing what they don't expect. If you want an extraordinary business, you must be willing to do extraordinary things. Brad will provide some of the simple steps that customers require to keep them coming back in your door. Some of the issues covered include excellence, advocacy, relationship building and great communication. Topics include:

- Positive Impact of Authenticity
- Fun Can be a Recipe for Success
- Communication “Do’s” and “Don’ts”
- You are in the Relationship Business
- How Advocates Build Your Business
- Excellence Requires Self-management

## “Exceeding Customer Expectations” - 1 Hour

This session was voted **one of the top two keynotes in the world** by the Meeting Professionals International Association in 2011. 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. Learn why exceeding customer's expectations is as simplistic as changing one or two behaviors and being consistent with those behaviors. 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. Topics include:

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

## “Outstanding Leadership in a Service Culture” - 1 Hour

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?*” Most organizations train people to be managers, not leaders. Brad offers thoughts on how we can change our behavior just slightly, to greatly impact the people we lead. You will learn the simple steps to increasing employee productivity, and improving morale in the process. This session is a must for a strong service culture. This session is targeted to anyone who supervises people, or wants to, in any industry. Topics include:

- The Profit Chain
- All Eyes Are on The Leader
- Rethinking Your Role as Manager
- Reactive vs. Proactive Leadership
- Why People Don't Fail as Much as Systems
- Differences Between Managers vs. Leaders



## **“Simple Steps to an Extraordinary Career & Life” - 1 Hour**

This session will explain in tremendous detail, but in an incredibly simplistic manner, how we often sabotage our own careers and lives. Not only will it awaken attendees to the inner saboteur that everyone has, which most people have no idea even exists, but it will give them the solutions for immediate changes. This is not about paradigm shifting, putting it out to the universe or some complex relative theory; attendees will learn the exact basic steps needed to make long-lasting positive changes in their careers and lives. The result of this session is employees who are engaged, powerful, accountable and ready to take on the world. This will help move people from making emotionally safe decisions, to powerful decisions. It also opens them up emotionally, breaks down barriers and creates the desire for deeper learning. It will truly change lives forever! Topics include:

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

## **“How to Eliminate Office Politics & Drama” - 1 Hour**

Most organizations deal with this frustrating issue and most leaders have no idea what steps are needed to eradicate it from their environment. Office politics and drama are one of the top de-motivators of employees and it leaves them feeling emotionally unsafe, so it is critical to deal with it head-on. Learn who starts it, why they start it and how you eliminate it from your workplace. Create a non-negotiable work environment that does not tolerate it and the real penalties for doing it. The people who create the drama will not want to work in your culture and will leave on their own. If you are tired of dealing with the drama, then this session is for you! Topics include:

- What the Causes Are
- Speaking Respectfully in Conflict
- The Leader’s Role in Eradicating It
- Creating an Atmosphere of Healing
- The Top De-Motivators of Employees
- How to Create a Culture of Intolerance

## **“HR as Cultural Visionaries” - 1 Hour**

Brad will discuss why the Human Resource department, in many organizations, should become the cultural visionaries for the organization and why they possess the power to do so. There is no other department within organizations that has so much control over not just the people, but the culture, with the responsibility of screening, hiring, training, discipline, mediation, termination, policies, procedures and service standards. If the entire culture of an organization is weak, who ends up with the burden of employees complaining and quitting – HR! Brad will provide you with the steps required to create and sustain a strong service culture in your organization. Topics include:

- Focus on the Profit Chain
- Inspect What You Expect
- The Power of Core Values
- How Service Credos Serve Everyone
- Hiring Right the First Time – Don’t Settle!
- Creating Non-Negotiable Service Standards That Exceed

## **“How to Deepen the Leadership Pool” - 1 Hour**

There should never be a situation when someone in a leadership role leaves your company and everyone panics because they don’t have anyone prepared enough to replace them. Believe it or not, this is a HUGE problem in many organizations and it is easy to resolve. Learn the steps required to create a culture where we are recruiting and mentoring the leaders of tomorrow, and preparing them for the day when a position becomes available. The question should never be “*Do we have anyone qualified to take the position?*” the question should be “*Of all the great candidates we have working for us, which is the most qualified to take on this position?*” Topics include:

- Internal Recruiting
- External Recruiting
- Creating a Coaching Culture
- Hiring People Who Build Relationships
- Creating a Formalized Career Path Plan
- Your Organization Can’t Grow Unless Leaders Do

