

KEYNOTE SPEECHES:

Customer Service/Communication/Motivation

The Magic of Exceptional Customer Service

Doug's Walt Disney University training experience provides fascinating stories, unique insights, and invaluable lessons. Learn how certain skills, attitudes and behavior contribute to exceptional performance to build, win, and keep market share. He includes an overview of his R.A.P.S. active listening model and his well-known "Life as Tigger" story.

Global Business/Diversity

The Changing Face of Today's Customer

The globe is shrinking, is your business expanding? All companies that expand globally, or provide products to culturally diverse customers domestically, run into problems. Learn what companies such as IBM, Procter & Gamble, Starbucks and Disney discovered (often the hard way) and how you can benefit from those lessons. This session gives real-life examples that support the concept of think globally, but act locally, and is a "must" for groups that serve a culturally diverse customer base either domestically or internationally.

Leadership/Teamwork

Lead the Way, Your Customers and Employees Will Follow

Training front line employees to provide great customer service is a fundamental of consistent, outstanding service, but it breaks down if leadership doesn't model the desired attitude and behavior. Doug zeroes in on the concept of great leadership = great customer service, then reinforces his concepts with examples of strategies that worked, and some that didn't, from Disney and other organizations.

Change Management/Innovation/Creativity

Even Monkeys Fall From Trees: Learn from Your Mistakes and Embrace Change – Lessons from Disney

Even the best and the brightest make mistakes. However, the ability to deal with setbacks, then bounce back in even stronger form is the hallmark of consistent market leaders. Join Doug as he takes you on a "behind the scenes" tour of the Walt Disney Company to learn about both its successes and how it overcame some spectacular obstacles by challenging the status quo and embracing change.

Doug's humorous and down-to-earth style has attracted a wide variety of organizations and industries including:

MOTOROLA
GE CAPITAL
UNIVERSAL STUDIOS
PEBBLE BEACH RESORTS
BELL MOBILITY CELLULAR
MERRILL LYNCH
BOISE CASCADE
MACY'S
IBM
ADAC LABS
U.S. POSTAL SERVICE
CONSECO FUND GROUP
PARAMOUNT
UNIVERSITY OF CALIFORNIA
VA HOSPITALS
TOSHIBA AMERICA
NEC CORPORATION
ACCENTURE

AMERICAN EXPRESS
WELLS FARGO BANK
DISCOVER CARD
MICROSOFT
CIGNA HEALTH
ACURA/HONDA
COMCAST
PEPSI
CB RICHARD ELLIS
GEORGIA PACIFIC
JEWEL OSCO (ALBERTSONS)
PACIFIC BELL/SBC
AMERICAN DENTAL TRADE ASSOC.
CHOICE HOTELS
HYATT
NIKON
JPMORGAN CHASE
VERISON WIRELESS

For more information about Doug Lipp please contact the provider of these materials.

BOOKS:

The Changing Face of Today's Customer: Customers and employees from around the world are changing the way business is done at home. *The Changing Face*

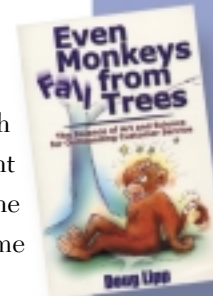


teaches you vital strategies to attract and retain this rapidly-growing customer and employee base and expand your business, large or small. Readers will develop "Cultural Sense," learning how to overcome obstacles to a global service and leadership approach.

Includes a foreword by Peter Ueberroth and testimonials from prestigious business leaders such as Ken Blanchard, co-author of *The One Minute Manager*®.

Even Monkeys Fall From Trees: The Balance of Art & Science for Understanding Customer Service

This book is designed to be a practical



tool to help you analyze the service and products you or your organization provide from the standpoint of being in balance. How well are you attending to both the "art" and "science" needs of your employees and customers?

Read a section, then do one of the 11 exercises that have been adopted by world class organizations.

"The issues, exercises, and case studies covered in the book The Changing Face of Today's Customer are relevant in today's multicultural business environment. Doug's book targets an important issue that many companies face now and will face more in the future. His book opened my eyes to the need to conduct focus groups, customer interviews, and additional research to identify what our customers expect."

American Honda Motor Company