

Benjamin Denny

the culture guy

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CREATE LEGIONS OF FANS

Talk length: 45/60 minute keynote speech

Key points:

- Understand the difference between good customer service and exceptional customer service (Take your customers from **Oh** to **Woah!**)
- Learn how to get everyone in your organisation delivering customer service to the same consistently high standard.
- Discover the three part framework to easy design service experiences that amaze your customers.
- Find out how to get your customers talking about you for all the right reasons and create a free customer sales force.
- Know how poorly thought out policies and procedures can impact and undermine creating great service experiences and how to bake in service to all your policies and procedures.

Price: (excluding pre-agreed expenses)

- Keynote speech + 1 day workshop = £4,785
- Keynote speech £2,550

Synopsis:

How does Apple get their customers to sell their products for them and talk about them all the time? How does Zappos continually amaze their customers? Or imagine every one of YOUR employees going to work excited and energised. Bringing their 'A' game, solving customer problems and delivering outstanding service. How would that change your

organisation?

The Culture Guy has developed a framework called the WOW Framework over the course of a decade studying organisations and the good news is that it is a straightforward framework that anyone can follow. The less good news is that while it is simple to understand the framework, it is not easy to implement. That's why so few organisations actually manage to do it, but, it is entirely possible to build a service offering that get's your customers talking about you for all the right reasons. A service offering where your entire team is delivering to a consistently high standard that leaves customers amazed everytime and that take so little management you won't know what to do with your time.

This session covers the 'whys' and the 'hows' of building an exceptional service culture in your organisation.

Testimonials:

“Ben has an amazing capacity to bring out the soul in all of us and help business owners to dig deep and rediscover their passion. He wants to help and boy does he. Really cannot recommend him highly enough. Any business owner, whatever the size should to talk to Ben. You will be so glad you did, and so will your staff and customers.”

Sara Walker, Claass Financial Planning.

“I had the privilege to attend an inspiring workshop with Ben. I've been around businesses for more years than I'd share and very easily bored. Oh my goodness was I in for a surprise! Ben truly knows his stuff and shares his experience with passion and common sense. I was totally immersed in the day that encourages all of the group to really look into their culture. I won't say more, but get yourself on one of Ben's courses. You won't be disappointed. Ben you have some magic about you and I would go to another in a flash - you are inspiring.”

Pamela Bates, Silk Bow Group.

About The Culture Guy:

Ben has a obsession to inspire, motivate, excite and challenge organisations to be brilliant. He wants to encourage business to be built on a foundation of inspiring mission, honest core values and an audacious vision.

Ben Drury is an entrepreneur and trained social worker. He understands people and cultures and is a dynamic, entertaining and innovative speaker, who has honed his skills during 15 years involvement writing, directing and performing in stage productions. He has worked touring with theatre companies, writing and directing stage productions, developing and delivering leadership training courses, building and leading small businesses, creating web applications and developing social media strategies.

He is a published author and a consultant helping organisations build effective cultures.

He now lives in the North East with his wife and three children, coaching, writing, speaking, coding, and watching rugby and the NFL!

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