



# Brad Worthley

Internationally Acclaimed  
Award Winning  
Professional Speaker

*“Changing Cultures, Not Just People”*

**Brad Worthley**, an accomplished consultant with over 45 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 over 70 Indian Tribes and their enterprises (complete list: [www.BradWorthley.com](http://www.BradWorthley.com)).

## 1 Hour Sessions (which can be combined)

### “12 Steps to a Highly Engaged Workforce”

The industry talks about employee/team member engagement, but what does that mean and what do we do to improve it? 123 million workers (1 out of 3 workers) in the United States are not engaged at work; killing productivity and profitability. Brad will provide you with the tools to take you from where you are today, to where you need to be in the fastest way possible. Drive apathy from your organization and create a workforce that feels motivated to want to come to work each day. Here are some of the topics covered:

- Top engagement opportunities
- Aligning your workforce
- Identifying pain points
- Building independence, not dependence
- Leadership behaviors that build and erode trust
- Top motivators and de-motivators

### “Why Failure Should Be an Option” – 1 Hour

If no one in your organization is making mistakes, it may mean that no one is making any powerful decisions. Humans are incapable of perfection, but we are capable of excellence and that is what we should be focused on. The goal should be to create a culture that embraces powerful and innovative new ideas, instead of emotionally safe decisions. With that said, we should also create a culture that has great systems in place to help prevent basic operational failure. The goal isn't to promote failure but accept some of it as a result of ingenuity. Topics include:

- Why people avoid taking risk
- Promoting “first attempt in learning”
- Creating a service culture of excellence
- Incenting creativity, ingenuity and fearlessness
- How to keep your organization operationally excellent

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

Most owners or managers know their craft or industry, but many are so busy working “in” the organization, that they forgot about working “on” the organization. How successful could they be if given the right tools and knowledge? Brad will cover the critical steps that every organization 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
- How FEAR Can Inhibit Communication
- Asking Permission Before Offering Advice
- Using More Dialogue and Less Monologue
- How to Avoid Making Other People Wrong

### “Embracing Excellence” – 1 Hour

This session focuses on what it takes to make your customers talk about you or your organization to other people. Creating advocates, that help you grow your organization, comes from not only doing what the customer expects, but doing what they don't expect. If you want an extraordinary organization, 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 organization
- 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. Organizations 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 organizations 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 organization. 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
- How Service Credos Serve Everyone
- Hiring Right the First Time – Don't Settle!
- Creating Non-Negotiable Service Standards That Exceed



### **“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

### **“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

## **2 Hour Sessions**

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

This was voted **one of the top two sessions in the world** by the Meeting Professionals International Association. Organizations 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 organizations 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 organization. Learn why exceeding customer's expectations is as simplistic as changing one or two behaviors and being consistent. You will walk away with actionable information the very same day. Certificates of Completion provided to all attendees.

Topics include:

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

### **“Embracing Excellence” (Both Internal & External Customers) – 2 Hour**

This fabulous customer service seminar continues the journey to a service culture by focusing on employee authenticity and playing to their strengths. It offers many examples of employees who did what the customer expected and then one thing more to exceed their expectations and create customer advocacy. There is a powerful section on “self-management” and the things employees can do to get a stronger grip on their personal and business lives. It finishes up with sections on how to build strong relationships (regardless of your industry, everyone is in the relationship business) and communicate effectively with everyone. Certificates of Completion provided to all attendees. The seminar is broken down into four powerful sections:

- Excellence – being outstanding or superior
- Advocacy – to support or speak in favor of something
- Relationships – a significant connection based on a behaviors and communication
- Communication – to transmit a feeling or thought so it is clearly understood



## 4 Hour Sessions

### **“Simple Steps to an Extraordinary Career & Life” – 4 Hour**

This seminar will explain in tremendous detail, but in an incredibly simplistic manner, how we often sabotage our own careers and lives. Not only will this seminar 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. You will learn how to reduce your stress, increase your productivity and achieve goals that you never thought you were capable of. Attendees will learn the exact steps needed to make long-lasting positive changes in their careers and lives. The result of this seminar is employees who are engaged, powerful, productive, accountable and ready to take on the world. Certificates of Completion provided to all attendees. Topics include:

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

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

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 will help people make the transition to a great leader. It is impossible to have a service culture unless you have leaders who are trained to lead people in that culture. Brad provides suggestions on how we can change our behavior just slightly, to greatly impact the people we lead. This session is a must for a strong organization culture, and is targeted toward anyone, from any industry, who is in a supervisory role or wants to be. Certificates of Completion provided to all attendees. Topics include:

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

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

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. Coaching can increase employee productivity by as much as 300%, so the coaching process is very powerful. This session is targeted to anyone, from any industry, who is in a supervisory role. Certificates of Completion provided to all attendees. Topics include:

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

### **“Conversational Charisma: Mastering Communication & Relationships” – 4 hour**

If you take a serious look at why organizations struggle or employees fail, in most cases it is a lack of communication or poor communication skills. Great communication skills are a learned behavior, not something you are born with. Learn simple tips on how to improve 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 and the way you speak to your family and friends. Certificates of Completion provided. Topics include:

- The Communication Gap
- Why Silence Is Not Always Golden
- Eliminating Office Politics and Drama
- 10 Ways to Give Constructive Feedback
- Dealing with an Employee Who is Unwilling to Change



# Multi-Day Certificate Programs

## “Leadership Development Certificate Program” – 2 Days

Being a great employee does not make you a great leader of people – they are two completely different skills. 85% of the people in leadership roles are trying to “manage” their employees instead of “lead” them and they don’t fully understand the huge differences or consequences. Learn the simple steps to increasing employee productivity and improving morale by learning how to communicate and “lead” people properly. This two-day program is a must for Council Members, Administrators, General Managers, Directors, Managers, Supervisors, Trainers or anyone aspiring to be a great leader. Certificates of Completion provided to all attendees. Topics include:

- Feel more engaged, energized, productive and stress-free
- Understand the huge differences between “managing” and “leading” people
- Get your employees to solve their own problems by self-discovering their own answers
- Increase employee productivity by as much as 300% and gaining their respect in the process
- Learn how to manage your priorities, time, stress, emotion, behavior, relationships and fear

## “Master Trainer Certificate Program” – 3 Days

Learn the art and science of being a powerful and engaging trainer from one of the top trainers in the world. Brad Worthley is an author and award-winning trainer, who has spent the last 28 years studying the human brain extensively and has unearthed the top training methods to help people learn and retain best. Discover how to become a commanding and confident presenter who inspires audiences to make positive changes in their lives and careers. This program is a must for anyone in a training role or who aspires to be a trainer and motivator of people. Certificates of Completion provided to all attendees. Topics include:

- Learn the #1 critical rule of training you should never break
- Discover the eight secrets to improving attention and retention
- Develop greater comfort and confidence being in front of people
- Understand how to tell when your audience is and is not listening
- Learn how to create powerful content that captivates your audience

