

# shaun BELDING



[booking@shaunbelding.com](mailto:booking@shaunbelding.com) | [www.shaunbelding.com](http://www.shaunbelding.com)

## Leadership Keynote

### *Outstanding Leadership – The Key To Outstanding Service Cultures*

#### Speech Description

Outstanding service leadership creates outstanding customer service. It's as simple as that. When leaders, from direct supervisors to the C-Suite, actively and passionately champion customer experience, you create an unstoppable customer service culture.

*Outstanding Leadership – The Key To Outstanding Service Cultures* shows your leaders how to direct their existing leadership skills to powerful service outcomes. It demonstrates strategies for inspiring their teams and motivating them to find new, innovative ways to stand out.

This session includes interactive activities and thought-provoking self-assessments. It stimulates discussion on service innovation, and the real potential that can be achieved. It introduces *Relentless Support* leadership approaches that will engage every employee in the journey to customer service excellence.

This session includes a case study of how outstanding service leadership created an immediate 40% increase in one company's profitability.

#### Participants Will Learn:

- The four things that engage every employee (hint: none of them are money)
- How to assess and tweak employees' service attitudes on a daily basis
- The limitations of traditional feedback – and a far more powerful approach
- The power of Relentless Support

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