



 JEFFTOBE.COM

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Customer Experience Expert
JeffTOBE

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Most people think that when it comes to choosing a speaker you have to choose either relevant content or entertainment. What if you could have both?



**"Entertaining... High Energy...
Up-to-the-minute Content...
Participatory... Relative... FUN..."**

These are some of the adjectives that Jeff Tobe's clients use to describe his presentations. Jeff is consistently rated as one of the top speakers at any event at which he speaks.

Jeff was chosen by readers of Conventions & Meetings magazine as one of the top 15 speakers in North America, a list which included Anderson Cooper, Condoleezza Rice, and Daniel Pink. He is a Certified Speaking Professional (CSP), best-selling author, and Dad to two amazing daughters.

Have completed 20 years of research into how organizations make the leap from customer service to a customer experience way of thinking, Jeff travels the world teaching organizations how to increase their bottom line and retain great talent. His reputation as the world's leading thought leader on CUSTOMER EXPERIENCE, CREATIVITY, and EMPLOYEE ENGAGEMENT makes him an in-demand, popular keynote, workshop or training speaker.



**Why Clients call Jeff the
"Ultimate Presenter"**

Whether presenting a 60-minute keynote to 5,000 or training 50, Jeff's content is focused on improving results for you and your team. His goal is to deliver as much relevant content in an entertaining style so the ideas stick! That's why Jeff takes pride in customizing all of his presentations around his core concepts. He will work with your team to select the right blend of content for your group. You can treat his presentations listed on the following pages as a "menu" from which to mix and match.

"I used the information you shared and I can proudly say that it has paid off - my sales increased 37% over a 30-day period."

- Beth Cross, State Sign Corp

"Jeff Tobe was one of the most dynamic and thought-provoking speakers. Besides finding myself laughing and occasionally clapping during the presentation, I took copious notes/ideas which I plan to use on Monday when I return to the office."

- Michelle Hwang, Corporate Training Specialist, UC Berkeley

"This is the first time we have held a team-building event for our entire firm - a group of people who are definitely NOT outside-the-lines! Getting 250 people motivated enough to go out on city streets and produce their 5-minute videos was a challenge in itself. Jeff did it and then hosted our "Academy Awards" celebration. You made management look like heroes and for that we say thank you."

- Elicia Trowse, Deloitte and Touche



Jeff's Presentations

- Coloring Outside the Lines: Creating the Ideal Customer/Member/Patient Experience
- Let's Get Engaged! Engaged Employees will increase your bottom line
- Strategic Leadership of the Future
- Listening Between the Lines: Effective Communication that Works!
- Building High Performance Teams: Lessons learned from Steve Jobs



Keynote, Workshop or Both?

Although Jeff is one of the world's most sought-after keynote speakers, he also presents interactive training workshops. Many clients book Jeff for a follow-up session to help hammer home or build on the messages he introduced in his keynote presentation.



Keynotes that Meet your Goals

Jeff's quick wit, high energy, and relevant content make him one of the most in-demand speakers in the world.

After 25+ years of participants achieving results, clients keep bringing Jeff back again and again! The energy he generates will last throughout an entire conference, so he is often hired as the opening speaker. Some clients want to hire Jeff as the closing keynote to leave attendees feeling inspired and energized. His keynotes can run anywhere from 45 to 120 minutes, depending on your schedule and the topic requested.



Deep-dive Workshops

Clients often book Jeff to present follow-up breakout sessions after his keynote (on the same day), or for longer half-day or full-day interactive workshops. Jeff has even done pre- or post-conference workshops at events at which he is keynoting. These training sessions allow for more in-depth conversations and greater impact. By booking Jeff for an additional presentation, you not only get much more value but you will also save on the substantial cost of bringing in another presenter.



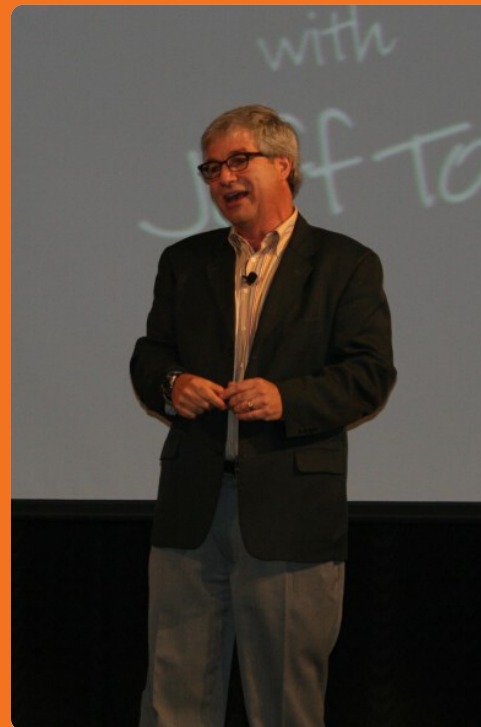
SO?

We understand that it is often difficult to hire the right speaker at the right budget for your audience, so let us know what questions you may have.

Jeff Customer Experience Expert
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"I really enjoyed your keynote. The energy you brought and the insights you shared were refreshing and fun. The best I saw during the entire 2 1/2 day conference."

- Katie Slick, Brinks



"Jeff was a last minute addition to our agenda and we have never used an outside speaker in the past. What a hero I am! He not only brought a completely different perspective to our group, but his energy and enthusiasm were contagious. We now have every one of our teammates going through his online certification to become Associates of Customer Experience (ACX)."

- Mark Tannenbaum, Signature

Coloring Outside the Lines: Creating a NEW Customer / Patient / Member Experience

To be effective in today's marketplace, you must force yourself to look at your organization's EXPERIENCE from a different perspective.

Tobe provides real 'tools' to creativity ENGAGING your internal and external stakeholder. With the push to focus on competitive advantage in the marketplace, he encourages people to stop competing on customer service!

Jeff believes in the power of creativity to look at business from a new perspective and accept that customer service is no longer the factor that distinguishes us from our competitors. We now have to consider our internal and external customers' EXPERIENCES from the minute they make contact with us to the minute they are done!

Jeff encourages you to "start considering every one of your TOUCH POINTS -- those opportunities you or your people have to affect the customer/stakeholder experience". Allow people to 'tweak' their own touch points and, collectively, change the experience. He addresses the concept of seeing the world through the eyes - from their perspective.

ARE YOU WILLING TO COLOR OUTSIDE THE LINES?

Objectives and Outcomes:

- How to spark innovative thinking - in yourself and others.
- Discover motives for making the shift from a service to EXPERIENCE culture.
- Learn techniques to effectively manage the change that comes with innovation
- Learn the benefits of challenging your existing "boundaries".
- Learn how to tweak individual 'touch points' in your organization.
- Discover methods to getting your internal and external customers more engaged at what they do every day.

Best suited for...

Everyone! Jeff has spoken to virtually every profession or industry imaginable, from front-line workers to Fortune 100 CEOs, to audiences of 25 to 6,000.

Jeff tailors his message to the group by making his stories and examples relevant to them. He is happy to work with you to focus on your core message or theme of the event and is happy to change the title of his presentation to better suit your focus.



Let's Get Engaged! Engaged Employees Will Increase Your Bottom Line

**"Only 33% of workers in the U.S. are committed to and engaged in their work."
- State of the American Workforce Report / Gallup 2017**

In this presentation, Jeff will make you aware of how important it is to get people engaged in what they do every day. Business is changing at lightning speed. What if we looked internally to make it easier externally? In other words, what if we considered how to get ourselves, our team and our stakeholders more engaged at what they do, so that it will ultimately have a positive impact on the 'customer' experience?

Jeff walks audiences through the **"Four Pillars of Engagement"**:



Curiosity may have killed the cat, but it's the one resource that most successful professionals have discovered that they need to foster in their team. To get people invested in your organization, you have to encourage them to be more creative in finding alternative solutions, incredible problem solvers, and to ask the right kinds of questions of their internal and external customers.



Commitment is at the heart of every successful organization, and commitment is always about relationships. It's about commitment to the customer EXPERIENCE by examining every "touch point" we have; any opportunity we have to impact that experience.



At every level of the organization, people have to do more than just WANT to be accountable, they have to act "as if...". Engagement without accountability equals chaos.



Engagement starts and ends with open communication. Jeff shares techniques to make your people more aware of their communication and to give them the tools to better themselves.

Objectives and Outcomes:

- Learn the advantage of differentiating between service and experience
- Learn how to battle the "...but that's the way we've always done it" syndrome.
- Discover how to make the necessary changes in your culture to get your people more engaged.
- Discover why creative thinking allows for involvement at every level.
- Learn how to develop your 'declaration of experience' with everyone in the organization.
- Discover what it is that will attract the right kind of employees when you are recruiting.
- Learn how accountability leads to engagement.
- Learn the two questions to ask that will get "buy in" from your people every time.
- Discover communication techniques that allow you to work with people in a way in which they NEED to be worked with.

Best suited for...

Managerial, supervisory positions or above in any organization. Although Jeff believes that it is the role of everyone in an organization to get their colleagues and themselves more engaged at what they do, the goal of this presentation is to get attendees to take ownership of engagement. The ironic part is that Jeff is a staunch promoter of the fact that "engagement starts at a grass roots level and works its way UP in an organization". Only effective leaders, however, can facilitate engagement.

Strategic Leadership of the Future

Strategic leadership: "a leader's potential to express a strategic vision for the organization, or a part of the organization, and to motivate and persuade others to acquire that vision. Strategic leadership can also be defined as utilizing strategy in the management of employees."

Organizations need strong and capable strategic leaders who can motivate, coach, and inspire people to do strategic work that will help ensure the organization's success over the long term. Contributors at all levels in the organization look to their leaders for direction and clues about how the future will unfold and managers with the skills and tools they need to successfully capitalize on the forces and events that shape their world, allowing them to become architects of the future within their area of responsibility.

Leaders learn how to strategically position their function, department, or team by creating their own unique, standalone strategy that aligns with and supports the organization's overarching strategy. The session helps leaders see the picture and find new ways for their team to contribute maximum value over the long run by operating from a more strategic point of reference while still delivering on today's expectations.

Your success as a leader ultimately depends on persuading others to adopt and run with collaborative, winning ideas. This program combined cutting-edge research with compelling interactive learning to improve one's ability to work with and through others to drive business success.

Objectives and Outcomes:

- Understand one's leadership style so as to lead in a way in which people WANT to be lead, not the way that you have traditionally done so.
- Deliver business results and meet shorter-term expectations in a way that supports the organization's overarching mission, vision, and strategy.
- Learn how to formulate a strategy for their team(s) and identify opportunities that will affect longer term results.
- Formulate and execute innovative strategic plans and activities.
- Identify the tactics and objectives that will contribute to the successful execution of the strategy.

"Your presentation was transformative for me. As I drove home, the images you created, quite simply, made my heart sing! You are truly an inspiration and a treasure."

- Maggie Miller, County of Sonoma

Best suited for...

Existing and emerging leaders. Titles such as Manager, Supervisor, or Project Manager are perfect for this session. It is, of course, appropriate for the C-Suite as well.

Listening Between the Lines: Effective Communication that Works!

"Talk low, talk slow and don't say too much." **John Wayne**

One of the common threads among world class organizations is their ability to COMMUNICATE and do it empathetically. On a daily basis, we work with people who have different opinions, values, beliefs, and needs than our own. Our ability to exchange ideas with others, understand others' perspectives, solve problems and successfully utilize the steps and processes presented in this session will depend significantly on how effectively we are able to communicate with others. Effective communication is our most powerful persuasive and influential tool and is probably the best kept secret of the top organizations in the world. In his usual upbeat, entertaining and content-driven style. Certified Speaking Professional Jeff Tobe, encourages participants to gain the "edge" that will take them to the next plateau as this volatile marketplace continues to change.

Getting your message across in a way that is clear and coherent is a critical skill in your professional and personal life. This session identifies the necessary ingredients of any conversation. Learn to be a better communicator by exploring the communication process and how different communication styles affect your personal style.

Objectives and Outcomes:

- Changing roles to being the "seeker of information".
- Learn that empathetic listening is a learned skill that takes practice.
- Discover the benefits to being a better communicator.
- Learn techniques to being a better, more effective listener on the telephone or in person.
- Learn how to deal with difficult customers/patients/members.
- Learn how to recognize someone's communication style and then communicate with them in a way in which they WANT to be communicated with.

Best suited for...

Any audience to whom communication is essential to success.

"No matter which program he is presenting, Jeff Tobe knows his stuff and knows how to convey it to anyone at any level of the organization. From C-Suite to front-line staff, Jeff made an impact and gave our people real "tools" to use the minute they went back to their jobs."

- **Mike Loefel, Veolia INC**

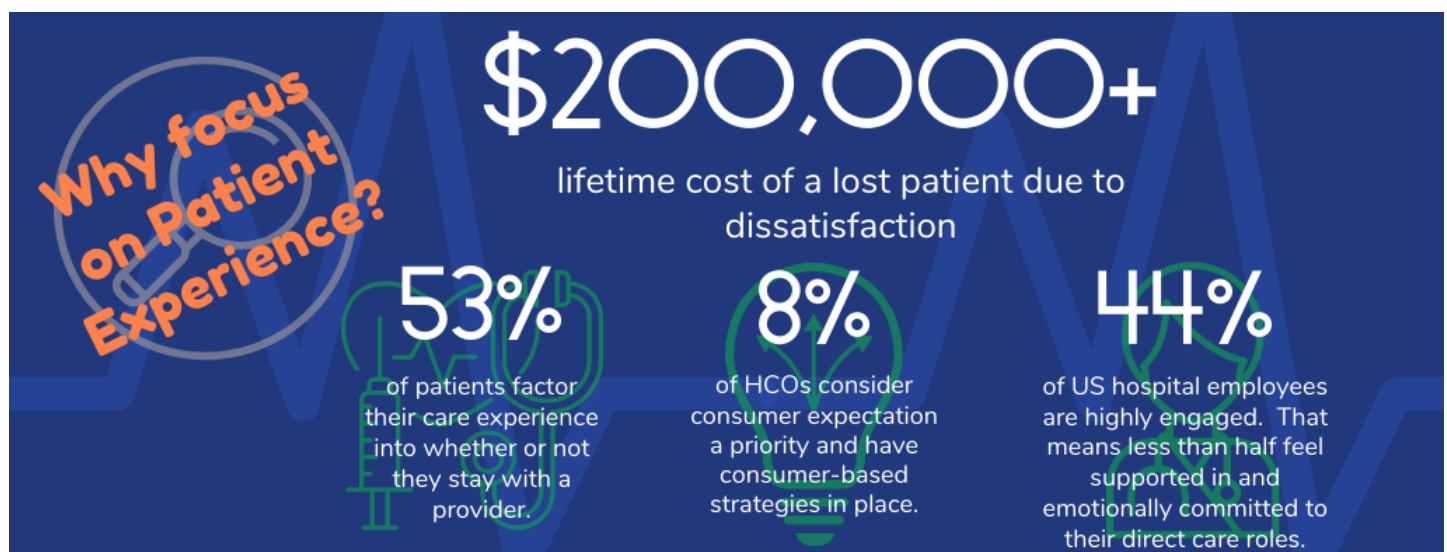


"Jeff, I just wanted to tel you how much I appreciated your presentation and your work with my senior managers. After having seen you at CMAA, I knew you would be a perfect fit for our "Best in Show" theme. Having 'interviewed' many of our people beforehand was brilliant and the customization you did for us was unprecedented. Thanks also for being so easy to work with."

- **Steve Matiaga, GM/CEO
Greensboro Country Club.**

Putting the CARE Back in HealthCARE

The surveys don't lie. The data on current studies point to congruence between better provider care, patient satisfaction, and reimbursement. There is quantifiable evidence in the form of patient experience surveys supporting the notion that quality outcomes and high levels of patient satisfaction lead to quality improvements and better reimbursement pipelines. Jeff is passionate that it's no longer good enough to check the boxes to ensure Medicare reimbursement or satisfy compliance regulations; it's time to truly CARE about the patient.



Why Jeff Tobe?



Jeff Tobe, CSP, is one of North America's leading experts in the field of World-Class patient experience, staff engagement and culture change. Jeff is known for his passion and enthusiasm in delivering inspirational keynote presentations and long-term training that creates impact and brings transformation to healthCARE organizations.

Jeff has been a passionate lifelong student of customer service and its effect on both organizational effectiveness and staff retention. He educates his audiences about the "how-to's" of developing patient, staff, and physician loyalty. He is also the founder of the TOUCHPOINT INITIATIVE, in which participating healthcare CEO's re-examine their "customer" (internal and external) touchpoints to better the patient experience.

Two trademarks of Jeff's keynotes and training are his humor and audience engagement. His high energy presentations are always timely, relevant and packed full of useful takeaways they can use RIGHT AWAY. Practical applications are backed by moving stories taken from real-life experiences with healthCARE clients. Jeff engages each audience and captures their imagination with content that is customized so that each participant believes he is talking directly to them. He collaborates with each client to customize each presentation. Jeff was chosen by readers of Conventions & Meetings magazine as "one of the top 15 speakers in North America".

Building High Performance Teams: Lessons Learned from Steve Jobs

In business, we usually hear stories from leaders and experts after the fact. "Here's how I did 'X' and you can too." But what was cause and what was effect? It's a common mistake to reverse them. It's rare that we can hear somebody explain...in great detail...with incredible candor...their philosophy and approach and then see the spectacular results that follow. Due to an odd twist of fate, one such opportunity is now available.

We all know the story of Apple, today the most valuable company on the planet. But it grew from a company that was in ruins: just 90 days away from bankruptcy. Before anyone, including Steve Jobs, thought he'd rejoin Apple, let alone spark one of the most incredible journeys in the history of capitalism. Steve sat down with BBC interviewer Robert X. Cringely for a no holds barred 64-minute discussion.

It was the best interview he ever gave, full of countless business lessons and tremendous business takeaways. Yet, only a few minutes of interview made it to television. The original tape was lost in transit and for 17 years, that was apparently at the end of it. Then, two days after Steve Jobs died in October 2011, as reported on Robert Cringely's blog "Two weeks ago, Talk of the Nation director Paul Sen found a VHS copy of the Jobs interview stored in his UK garage. This is undoubtedly the only surviving copy of the best TV interview Steve Jobs ever gave, yet nobody ever saw."

Steve Jobs called them "A Teams" and in this facilitated discussion or keynote, you will hear the leader of APPLE make very clear distinctions between "A" players and his "B" and "C" players. He had very strong feelings about assembling high performance teams. Jobs claimed that "...it's a self-perpetuating thing. 'A' players want to work with other 'A' players so they only hire 'A' players and the whole team gets better and better." He also shares his theory of good conflict vs. bad conflict in any team and much, much more.

Objectives and Outcomes:

- Learn how to inspire a lively discussion on High Performance Teams, Leadership and Innovation among participants.
- Examine the "Rock Tumbler" theory of team building.
- Understand how to identify team member's participatory style and work with them in a way in which they NEED to be worked with.
- Look at the components of building high performance teams.
- Participate in interactive activities which inspire comradery, collaboration and creative problem solving.

Best suited for...

A workshop session (3 hours or more) for existing and emerging leaders. Titles such as Manager, Supervisor, or Project Manager are perfect for this session. It is, of course, appropriate for the C-Suite as well.

I have brought Jeff in on two other occasions but his new program "Building High Performance Teams: Lessons Learned from Steve Jobs" was hugely effective with my management team. I was worried because Jeff warned me that this was a highly interactive program and my people don't always like to participate. I was amazed with the ease at which Jeff facilitated and included everyone around the room. The ideas we developed (with Jeff's help) are going to be incorporated into our new strategic plan."

*- Frank Frione, CEO, CFA
ConstructionSPECIFICALLY for Steve.*



Jeff Can Add Value in Many Other Ways...

AT THE EVENT, YOU CAN:

1. Save the cost of bringing in another speaker (and their travel expenses) while adding as many breakouts/workshops as you like (in the same day) at NO ADDITIONAL EXPENSE to his keynote fee.
2. Video record the presentation at NO ADDITIONAL EXPENSE as long as a clean, digital copy is provided to Jeff within 30 days of the event.
3. Have Jeff MC your event after his opening keynote. Whether it's for one day or three, it is always great to provide some consistency across your entire meeting and what better way to do that than with a humorous and EXPERIENCED Master of Ceremonies. (Please call for quote.)
4. Have Jeff do an additional presentation in your community or a volunteer organization on the same day as your event at NO ADDITIONAL EXPENSE to his keynote fee.
5. Set aside a block of time where Jeff can do one-to-one coaching with participants.
6. Have Jeff sit on OR facilitate a panel discussion.
7. Ask about "pre" or "post" event revenue-sharing workshop.
8. Have Jeff attend a sponsor's trade show booth and sign pre-purchased books.

AFTER THE EVENT, YOU CAN...

1. Get Jeff to conduct a **20 minute follow-up webinar** within 3 weeks after the event AT NO ADDITIONAL EXPENSE to his keynote fee.
2. **"30 days of follow-up"** - This is a great way to ensure that participants are applying Jeff's principles. This involves Jeff producing a 2-minute video (tailored to your team, department or entire organization) delivered to your attendees' mailbox each work-day for 30 days. It's an incredibly inexpensive way to make sure the ideas stick! Pre-register for this and we'll offer a huge discount on the price as part of a bundled package with the presentation fee.
3. Form an **"Employee Engagement Task Force"** with Jeff's assistance. This is usually made up of volunteers from every level of your organization and they are tasked to implement simple strategies (with management's approval) that will increase employee engagement. Jeff will meet monthly (virtually) with the team for six months and ensure that they have the tools they need to continue the task force into the future.
4. **One year, monthly webinar series.** Jeff will collaborate with your team to find out the most desired topics for a monthly webinar and then will invite world thought leaders in those topics to present their content. Jeff will provide consistency by being the host each month. Ask us how you can do this **AT NO COST** to you!
5. **Book multiple engagements.** Does your organization use outside speakers for more than one event or forum? If so, we offer HUGE savings on multi-engagement bookings starting at only two!
6. **Online certification.** Jeff has created an online customer experience certification, ACX (Associate of Customer Experience), a six-week online course. Now all of your people/members can be CERTIFIED customer experience professionals! Ask us for more information and how to bundle this with Jeff's presentations at a healthy discount. (We can also offer associations a revenue-sharing opportunity.)

INVESTMENT IN YOUR SUCCESS...

We believe the fee to have Jeff speak to our participants is an investment in the success of your event and, ultimately, in the success of their business or practice. You're not just booking Jeff for a keynote presentation, you're getting 25 years of accumulated experience and research, plus the long-term benefits to your attendees. Organizations have proven over and over again that by hiring Jeff they recoup their investment many times over.

Keynote Presentation (45-120 minutes)

\$10,000 plus applicable coach travel expenses.

Save the costs of bringing in another speaker and add tremendous value to your event by adding as many breakout sessions as your like (in the same day) - **ALL INCLUDED in the fee!**

Half-Day Interactive Workshop (3-4 hours)

\$10,000 plus applicable coach travel expenses.

Full-Day Interactive Workshop (5-8 hours)

\$12,500 plus applicable coach travel expenses.

***Add Jeff's book as a takeaway for each participant. Ask us for bulk saving rates: the more you buy, the more you save!*

Payment Terms

We require a 50% deposit to secure the date on Jeff's calendar. The balance is due on the day of the engagement.

All book sales require payment upon ordering.

Travel Expenses

We are happy to do what works for you! We can quote an all-inclusive fee that includes all travel expenses (EXCEPT hotel), so you know there won't be any surprises (not that we plan any!).

Jeff books his own travel and flies economy class (except international flights of 9 hours or more).

We are happy to provide receipts for all expenses and can also put a 'cap' on expenses if that helps you budget for your event.

QUESTIONS?

Please contact Jeff and his team with questions about or inquiries to have Jeff work with your organization.

*Other books authored by Jeff for specific audiences are available and include:

- Project Management Professionals ARE Coloring Outside the Lines
- Construction Professionals ARE Coloring Outside the Lines
- Coloring Outside the Lines: Exploring Creativity, Marketing and Sales for Home-Based Businesses
- Coloring Outside the Lines (India edition)