

Don Peppers

Founding Partner, Peppers & Rogers Group

- **Human to the Max.** Under this headline, we offer several presentations around using social media and technology to reach your consumers with the understanding that the human touch will always be needed.
- **Customer Metrics, Big Data and Common Sense Analytics.** five presentations are available on gathering, measuring, understanding and using data for success.
- **Women: Smart, Savvy and Successful.** Choose from three different presentations by Martha Rogers on leveraging women's power in business and her personal insights on work/life balance.

Culture of the Customer

- B-2-C? Say Hello to B-2-We!
- The 3 C's of a Sustainable Business--Colleague, Channel, and Customer
- Murders & Acquisitions: You Get One Chance to Build a Blended Brand
- If You're Seeking Customers for Your Products, You Need a New Navigation System
- Global Efficiency, Local Autonomy and Competitive Advantage

Customer Experience

- Bad Service Bulletin: You Can't Un-Google Yourself
- Please Press " * " for Superlative: The Value of Your Front Line Contact Centers
- Dancing Shoes for Honeybees: Word of Mouth, Buzz, and Social Networks
- The Strontium-90 Effect: A Customer Experience Lasts Longer than You Think
- It's All About **You-Member Relationship Management Comes of Age**

Data Everywhere- But What About Your Customers

- How data can be used to create a more customer-centric organization;
- Best practices in using data analytics to generate and benefit from better customer insight, as well as more trusting customer relationships;
- Listening for and acting on real-time customer feedback, in order to set up a sense-and-respond marketing and customer service capability; and
- The problems that plague companies trying to employ analytically sophisticated customer insights.

Enterprise Engagement--Enabling Your Brand Ambassadors

- The Compelling Economics of Enterprise Engagement
- You Can Lead a Force to Water, But You Can't Make them Think
- Is Your Corporate Culture an Advantage or an Albatross?
- The Company You Keep: Employee Culture for Competitive Survival

Ethics and Trust as KPI's for Success

- Violate Your Customers' Trust, and Kiss Your Asset Good-Bye
- Have I Ever Lied to You? Ethics as the Basis for Business Strategy
- Cultivating Trust isn't Expensive--It's Essential
- Integrity Isn't Elastic: Ethics and Trust Can Never be Part-Time Values

Extreme Trust

- Becoming Customers Most Trusted Advisors
- Integrate the "Customer Experience" Directly into Marketing Strategies
- What Can You Do To Blaze Your Own Trail?

Innovation

- Bits, Bytes and Bucks: Monetizing New Technology and Relationships
- She Blinded Me with Science: Tomorrow Comes Faster Than It Used To
- Excellence or Innovation? Pick One
- Innovation & Advantage: Driving Creativity for Competitive Stance
- The Wisdom of Dissent: Innovative Decisions Require Diverse Points of View

Leadership in the New Economic World Order

- Competing for Trust: Post Crisis Strategies for a Twitter Economy
- Leadership in Times of Challenge and Opportunity
- You Can't Outrun a Bear Market, But You Can be Ready for the Recovery
- Radical Times Require Radical Action: Leaders Needed, Inquire Within

Looking Forward

- Herding Cats: Social Networks and How to Leverage Them
- Tweet, Google, Bing, POP--Ride the Bubble, Avoid the Drop
- Merging with Our Machines: PMT, WOM and Society
- The 1to1 Future: Are We There Yet?

Metrics for the Long-term

- Long-Term Leadership in a Short-Term World
- Return on Customer: Breaking the Rules to Maximize Enterprise Value
- Have You Looked at Your Data Lately? You Can Get More for Less
- Customers Are Like Little Financial Assets, with Collective Memory

Relationship Strength and Loyalty

- The Three Rs of Loyalty: Relationship, Reward, Recognition
- At What Price Loyalty? The Six Myths of Customer Loyalty
- Loyalty IS the New Black: Best Practices and the Value of Relationship Strength

One-to-One Marketing

Social Media and Social Marketing

Government and Citizen Management

B2B Relationships and Selling

Any of the above themes can be tailored to specific vertical sectors (e.g. CPG/Retail, Education or Development, Financial Services, Public Sector, Pharma/Life Sciences, Travel/Transportation, Telecommunications, etc.) by the use of selected case studies and best practice examples.

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