

# KEYNOTE SPEECHES:

## The Magic of Exceptional Customer Service

Doug's Walt Disney University training experience provides fascinating stories, unique insights, and invaluable lessons. Learn how certain skills, attitudes and behavior contribute to exceptional performance to build, win, and keep market share. He includes an overview of his active listening concepts and his well-known "Life as Tigger" story.

## Lead the Way, Your Customers Will Follow

Training front line employees to provide great customer service is a fundamental of consistent, outstanding service, but it breaks down if leadership doesn't model the desired attitude and behavior. Doug zeroes in on the concept of great leadership – great customer service, then reinforces his concepts with examples of strategies that worked, and some that didn't, from Disney and other organizations.

## Even Monkeys Fall From Trees: The Key to Maintaining Your Balance and Recovering from Inevitable Mistakes – Lessons from Disney

Even the best and the brightest make mistakes. However, the ability to deal with setbacks, then bounce back in even stronger form is the hallmark of consistent market leaders. Join Doug as he takes you on a "behind the scenes" tour of the Walt Disney Company to learn about both its successes and how it overcame some spectacular challenges.

## Global Competitiveness: Obstacles & Opportunities

The globe is shrinking. Is your business expanding? All companies that expand globally, or provide products to culturally diverse customers domestically, run into problems. Learn what companies such as IBM, Procter & Gamble, Intel and Disney learned (often the hard way) and how you can benefit from those lessons. This session gives real-life examples that support the concept of think globally, but act locally, and is a "must" for groups that serve a culturally diverse customer base either domestically or internationally.

**Doug's humorous and down-to-earth style has attracted a wide variety of organizations and industries including:**

MOTOROLA  
GE CAPITAL  
UNIVERSAL STUDIOS  
PEBBLE BEACH RESORTS  
BELL MOBILITY CELLULAR  
MERRILL LYNCH  
BOISE CASCADE  
MACYS  
IBM  
ADAC LABS  
U.S. POSTAL SERVICE

CONSECO FUND GROUP  
PARAMOUNT  
UNIVERSITY OF CALIFORNIA  
VA HOSPITALS  
TOSHIBA AMERICA  
NEC ELECTRONICS  
ACCENTURE  
AMERICAN EXPRESS  
WELLS FARGO BANK  
DISCOVER CARD

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Doug is the author of *Even Monkeys Fall From Trees: The Balance of Art and Science for Outstanding Customer Service*; *Tokyo Disneyland: The Secret of Its Success*; *Danger & Opportunity: Resolving Conflict in U.S.-Based Japanese Subsidiaries*; and *Global Management*.



*Even Monkeys Fall From Trees* is designed to be a practical tool to help you analyze the service and products you or your organization provide from the standpoint of being in balance. How well are you attending to both the "art" and "science" needs of your employees and customers? Read a section, then do one of the 11 exercises that have been adopted by world class organizations. By the end of the book, you will know the following:

- Your individual and organizational strengths,
- Where you need to make improvements and,
- Specific action steps to maximize your strengths and minimize your weaknesses....  
...a blueprint to attain and maintain your balance!