

Jeanne Bliss Speaking Overview

WHAT'S YOUR THREE-BLOCKS LONG? How Will You Be Remembered?

Jeanne learned about humanity in business by watching her Dad in his Buster Brown shoe store in Des Plaines, Illinois. He “shoe’d” a generation of children, and their children’s children, and the memory of his care for not only for the tiny little feet, but for moms and legions of families he cared for over the years, earned him a place in the story of their lives. So much so, that when he retired a line of people THREE-BLOCKS LONG stood to tell him how buying shoes would never be the same. **The foundation of “Experience” is MEMORY creation.** The admired companies start here. They focus on how their people, actions and overall behavior of their company establishes how they’ll be remembered. Knowing how you want people to remember you, building how you will deliver those memories, and then living those characteristics and behaviors **yields what Jeanne Bliss describes as prosperity of the human spirit and financial prosperity.**

In this keynote the audience will learn both the art and science of delivering memories that will make people stand in line for your experience, your product and your people. Learn how to make memory creation the currency of your brand, and how to elevate your company to delivering moments that pull people toward you and make your people into MEMORY MAKERS.

BUILD YOUR CUSTOMER-DRIVEN GROWTH ENGINE

5 Leadership Steps for Living the DNA of “Experience”

Just HOW do you go about earning customer-driven growth? What’s different about leadership, motivation, communication and accountability in a **transformed “customer” company**....and how do they get there? This keynote will answer those questions and demystify that path for you. It is based on Jeanne’s 25 years as a Chief Customer Officer, her experiences coaching over 20,000 executives the content in her seminal book, **Chief Customer 2.0** and her Podcast interviews with over 200 Global Chief Customer Officers.

In this keynote, Jeanne outlines her 5-steps necessary to successfully lead a customer experience transformation. She will guide you on embedding these competencies to get into action quickly with a united leadership team, outlining her five-competency framework that has launched and advanced the customer experience transformation in businesses around the world.

HUMANITY IN BUSINESS

Show the Best Version of Yourself to the World

“Experience” without HUMANITY is just a bunch of tactics. This keynote is a fast-track lift-off for your customer experience efforts inspiring your audience to include the often-overlooked critical element of transformation: understanding the human at the end of your decisions. **The most admired companies who earn ardent admirers and organic growth** angst over who these people are, how they live their lives, and understand their goals. They build respect, honor and trust into their operating model and with their people. And they are celebrated for how they show up as people., and for the care, the thoughtfulness and the humanity that they have woven into their operating model.

In this keynote, adapted from Jeanne’s book, **Would You Do that To Your Mother?**, you work with Jeanne in collaboration to customize your content for your audience. Together you select the case studies in each of the four areas that define the lives of their customers. As a result, your audience will receive a path for actions they can take immediately, often with very little investment, rather than a shift in attitude and commitment to act. This is a fast-paced and uplifting ride of the reality of the lives of our customers, blended with turning on “aha!” moments to get people motivated and moving.

FIVE KEY ACTS OF LEADERSHIP BRAVERY **That Raise Up a Company and Its People**

“Experience” in its purest form...is Leadership BRAVERY. It is Leadership Bravery in making choices that enable your people to rise. It is clearly knowing and living conscience-led decisions about what you will and will not do, to grow. It is leaders who model behaviors honoring customers and employees – that everyone can model across your entire organization. And it is honoring customers’ lives in how you conduct yourself in business and for the kind of people you are. **This yields what Jeanne Bliss calls “Admirable Growth.”** This growth fuses people to you. It raises your employees and it elevates your company in the marketplace. It establishes the legacy for how you’ll be remembered.

In this keynote learn the 5 key acts of LEADERSHIP BRAVERY that drive this powerful type of growth few companies achieve. Travel with Jeanne as she guides your audience on a tour of the behaviors and actions of leaders where entire companies who are freed, celebrated and guided to follow a course that raises the spirit of their people and elevates them to do more and achieve more than their competitors. And learn how you can find your path to this type of admirable and prosperous growth and legacy.

A FIRESIDE CHAT WITH JEANNE & YOUR LEADERS **An unplugged conversation about creating** **the best version of your organization**

Audiences love nothing more than authentic, transparent, real-time talk about the issues that are shaping their work and their lives. Since 2002, Jeanne has guided over 20,000 strategic conversations with leaders in almost every business vertical to better understand their customers’ experiences, and the value of knowing that improving lives should be at the core of every company’s mission. Bring your audience into this idea-rich conversation between Jeanne and one of your leaders, to explore the opportunities that each person in your organization has to improve the lives of your customers, and ultimately inspire customers to become the army that makes your organization known and beloved in the marketplace. **If you are already doing a keynote with Jeanne,** it’s her pleasure to add this in as her gift, time-permitting.

Jeanne Bliss Biography

Jeanne Bliss helps companies and people become the best version of themselves. She guides them to define, build and live the behaviors and actions that will fuse customers to them, and ultimately create deep and memorable relationships. Creating these deeper bonds has been Jeanne's singular mission for over 35 years. First, as the inaugural Chief Customer Officer at Lands' End, Coldwell Banker, Allstate and Microsoft Corporations. Then since 2002, guiding over 20,000 leaders around the world to understand that improving lives should be their most important strategic vision. She has shepherded a whole new breed of leader into the marketplace prepared to lead this change through her pioneering years as a practitioner, experience coaching global leaders, her four game-changing books, and as cofounder of the Customer Experience Professional's association.

In a marketplace that values congruence of heart (what you know is right) and habit (how you act), the memory of how you make people feel is the greatest currency of your brand. Having delivered over 1,500 speeches and workshops for nearly every business vertical in B2B and C2B companies, Jeanne helps leaders and organizations build the roadmap toward this deep and genuine customer experience that creates lasting memory and earns passionate advocates both inside and outside of your business.

Jeanne Bliss is known fondly as the “Godmother” of customer experience.

Visit Jeanne at www.customerbliss.com