

# Ron Kaufman

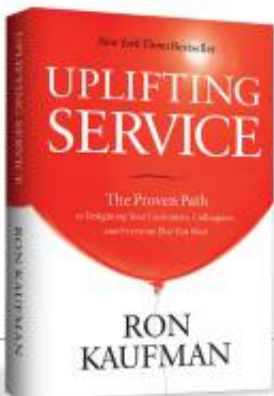
Bestselling Business Author  
and Globally Recognized Speaker

**R**on Kaufman is the world's leading educator and motivator for uplifting customer service and building service cultures.

Rated one of the "Top 25 Who's Hot" speakers by Speaker Magazine, Ron presents powerful insights and global best practices from working with clients on every continent for more than twenty years. His energetic keynote speeches and workshops have inspired millions.

He is author of the *New York Times* and *USA Today* bestseller, "Uplifting Service! The Proven Path to Delighting Your Customers, Colleagues and Everyone Else You Meet" and 14 other books on service, business and inspiration. Ron is also the founder of UP! Your Service, a company that enables leaders and organizations to build Uplifting Service cultures for sustainable advantage.

Ron's experience and passionate commitment to results have been distilled into proven methods to help clients upgrade service performance and build strong service cultures. His unique approaches to learning and leadership have been featured in the *New York Times*, the *Wall Street Journal*, and *USA Today*.



**The New York Times**  
BESTSELLING AUTHOR



**"The content was powerful and meaningful and was delivered with such energy and enthusiasm that everybody wanted to hear more."**

TEA COLAIANNI, Group Human Resources Director, Merlin Entertainments

#### BESTSELLER LISTS:

**The New York Times**



#### MEDIA APPEARANCES:



**Bloomberg**



#### QUOTED IN:

**WALL STREET JOURNAL**

**The New York Times**



**UP YOUR SERVICE™**

The Leader in Building  
Service Cultures

# Ron Kaufman's Keynote Topics

Keynote  
#1

## Service Keynote

*Uplifting Service:  
Exceeding Customer  
Expectations  
One Action at a Time*

In today's economy, customer expectations in every industry are rising. What was once considered a perk, bonus or plus is now a promise clients expect – and even demand.

Packed with powerful principles and proven techniques, this keynote will educate, motivate and inspire your team.

### Key Take Aways

- Seeing the world from your customer's point of view
- 6 proven steps to leap from "Basic" to "Unbelievable!"
- 3 strategies for managing customer expectations

Keynote  
#2

## Leadership Keynote

*Leading the Service-  
Focused Culture:  
Creating Superior  
Service from the C-Suite*

The driving force of a service-focused organization is a group of inspired leaders who are committed to the long-term value of service.

This keynote will engage your leadership team to embrace a common service vision – and take the actions required to make your vision a reality.

### Key Take Aways

- Creating alignment and service commitment across functional teams
- Choose compelling language for an engaging service vision
- Engage everyone in a continuous cascade of positive communications

Keynote  
#3

## Culture Keynote

*Capturing the Power of  
a Superior Service Culture:  
Creating a Sustainable  
Competitive Advantage*

Companies with a powerful service reputation the best talent, achieve market leadership and enjoy sustainable success.

This keynote explains how the world's best organizations win with service and what leaders must do to succeed.

Building a service-focused culture today is no longer an option – it's a competitive necessity.

### Key Take Aways

- 3 strategies to build a sustainable competitive advantage
- How to align the 12 Building Blocks of service culture
- How to track, improve and measure the value of your service culture

