

**RON KAUFMAN**

# **Uplifting Presentations and Programs**

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# RON KAUFMAN

## **New York Times Bestselling Author**

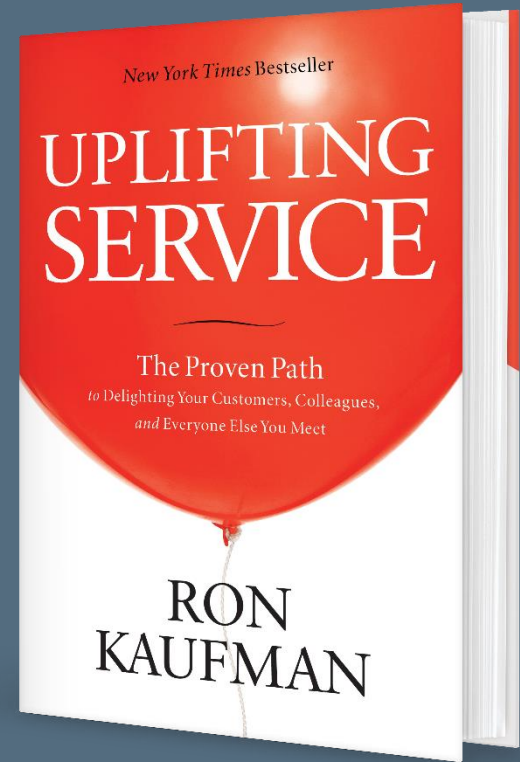
*Uplifting Service: The Proven Path to Delighting Your Customers, Colleagues, and Everyone Else You Meet*

## **Hall of Fame Presenter and Keynote Speaker**

Asia Professional Speakers inaugural recipient  
“Lifetime Achievement Award”

**Ranked #1 in Customer Service Expert** in the World  
by Global Gurus in 2018, 2019, and 2020

**Creator of #1 Ranked Customer Service Development Program, Uplifting Service, The Proven Path, 2020**





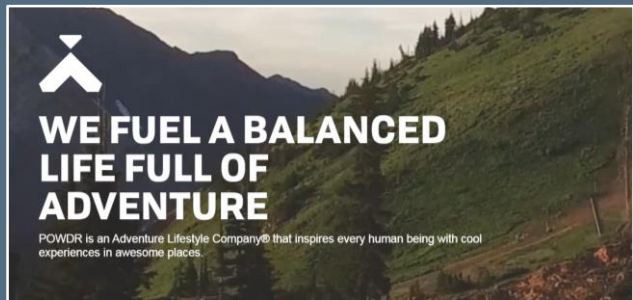
## Live Presentations and Programs

- Real-time and pre-recorded keynote speeches
- Interactive webinars, workshops, town halls
- Kick-offs, wrap-ups, celebrations, special events
- Interviews, discussions, Q & A sessions
- Leadership alignment and development programs

## Topics, Titles, and Themes

- Transforming the Customer Experience
- Leading with Service in Turbulent Times
- Increasing Sales with Unbelievable Service
- Capturing the Power of an Uplifting Service Culture
- Serving Better, Caring More, Loving Life





**POWDR**  
ADVENTURE LIFESTYLE CO.

“Ron provided valuable videos for our Leadership retreat to ground our team in service as one of our core commitments. His personalized style sparked *“Service as a Passion”* for everyone on our leadership team. We are excited to roll this commitment out across our portfolio.”

Justin Sibley, Co-President  
POWDR Adventure Lifestyle Group

“Ron created a highly appreciated *“Built to Care”* online program uniting our leadership team across countries. Structured around Ron’s extraordinary book, we conducted 12 sessions with 230 leaders who contributed their ideas on screen. The impact was significant leading to rapid implementation across the group.”

Paul Jones, Chief Executive Officer  
The Lux Collective



**THE LUX  
COLLECTIVE**



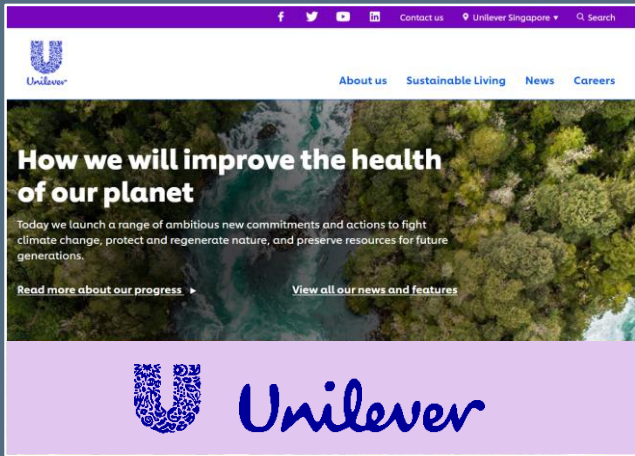
“Ron delivered a webinar for our leadership team to introduce us to the foundation of a customer centered culture. He helped us seize the opportunity we have to deliver *“Unbelievable Customer Experiences”* and gave us tools to think about and improve interactions from our customers’ perspective.”

Agustin Lopez Diaz, Senior Vice President  
Total Customer Satisfaction, Faurecia

“BNP Paribas organised *“Evolution of Client Service Culture in a Transformational World”* live video conference with Ron Kaufman. We simultaneously engaged over 500 people from 26 countries and 33 different locations. Ron’s inspirational message was very well received with many follow-up conversations illustrating the value of this great initiative.”

Marie Poutrain, Global Service Leader  
BNP Paribas Securities Services





“Thank you for the extremely engaging and useful video you created. We screened it as part of *“Time to Shine”* event and there was huge positive reception and appreciation. I am the pillar lead for Service Culture and thank you on behalf of Unilever for this wonderful session.”

MV Gangineni, Director  
Business & Finance Services, Unilever

“Ron is an amazing speaker and energizer – definitely the best training I have ever attended. He is truly passionate about helping companies create magic by getting the service culture right. His positive energy is so uplifting. We need more of that right now!”

Suneeta Motala, Chief Marketing Officer  
AfrAsia Bank Ltd



# Three Steps to a Perfect Presentation

## 1. Flawless Preparation

- Confirm objectives, outcomes, context, audience, topic, timing, technology, levels of participation, facilitation, and communication. Discussion and checklists provided.

## 2. Tailored Approach

- Customized and personalized for audience participation with images, video, audio, interviews, examples, pre-event and post-event materials provided.

## 3. Valuable Application

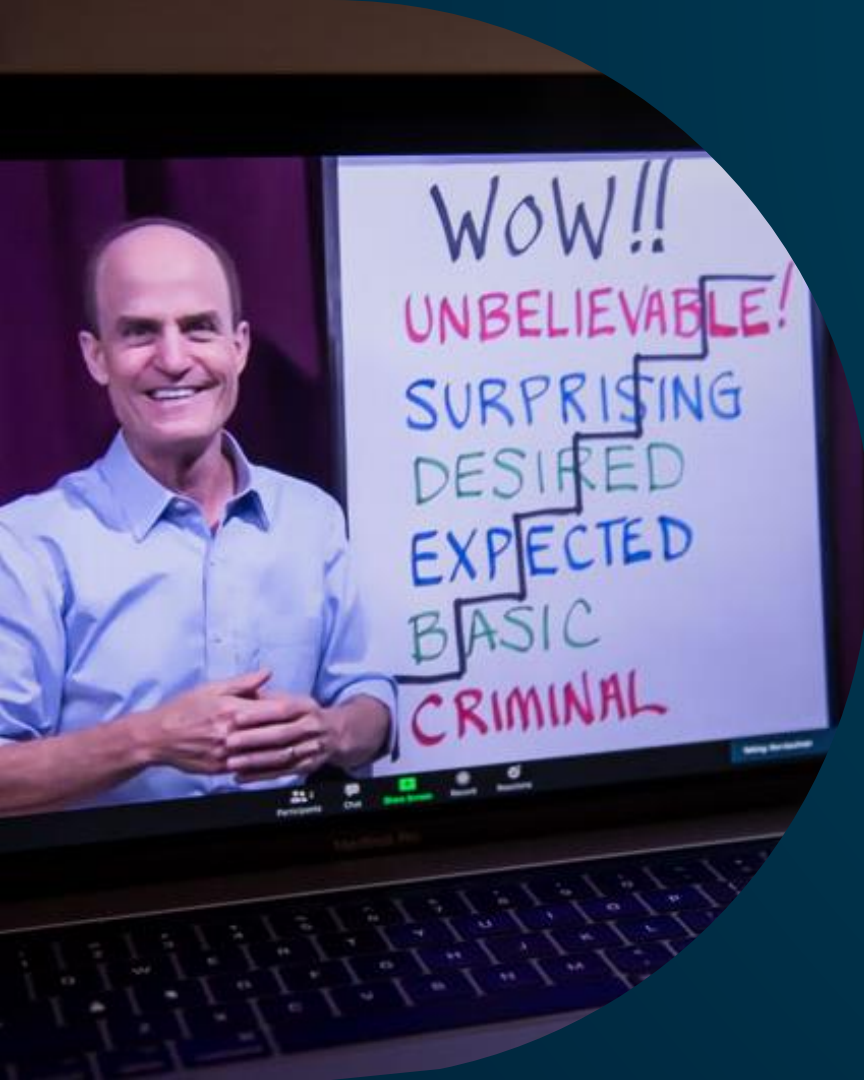
- Effective follow-up with video recording, interviews, projects, contests, communication, collaboration, and recognition programs.

## Your Investment

Your investment includes Ron's time to customize the program or tailor the presentation specifically and uniquely for your audience, your theme, and your objectives.

For more information, contact [Enquiry@RonKaufman.com](mailto:Enquiry@RonKaufman.com)





## Behind the Scenes with Ron

Ron's recording and broadcast studio includes:

- Soundproof room with noise suppression and reduction
- Video: 4 Canon cameras, 1 Logitech 1080 webcam
- Microphones: 2 ceiling-mounted Sennheiser, 1 Shure wireless lavalier, 1 Blue Yeti for podcasts and webinars
- Lighting: 10 Lupo LED ceiling mounted, 3 LED fill and spot
- ATEM Mini-Pro supporting four scene integration
- Philipps LCD-TV for slides, flipchart for hand written icons
- Teleprompters supporting scripted video as required
- 3 computers for technical backup running hard-wire, high-speed wireless, and mobile internet connections
- Fibre broadband combined from 2 national providers
- Backgrounds with green, black, and white screens, deep plum and smoky grey curtains, library shelf



## A personal message from Ron

Working from home gives each of us a precious opportunity to transform and serve others in new ways. After 100+ flights a year for 35 years, I'm delighted to be available online, uplifting so many companies, communities, and careers.

If you have seen my videos on LinkedIn and YouTube, you know how much enthusiasm I bring to each live, online, and pre-recorded event.

I look forward to working with you to uplift the *"Spirit and Practice of Service"* where you work.

Together we can encourage and inspire everyone to serve better, care more, and make a better world.