



Connect Customers to Employees – Period!

Sample Proposal

Bud Taylor



# Presenters Information



Bud Taylor

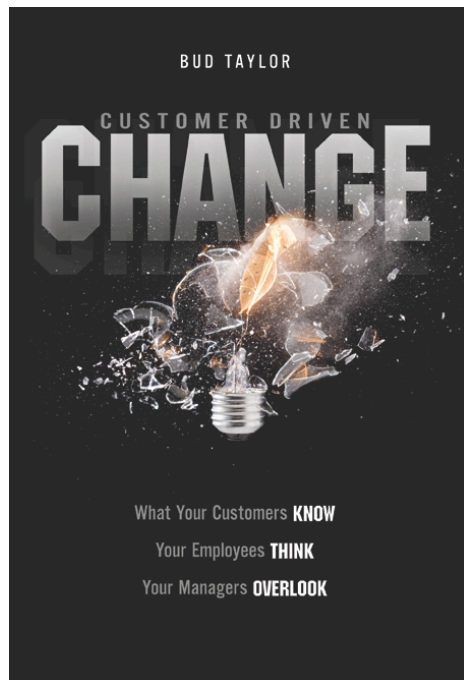
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# How Bud Will Provide Value



Bud is an accomplished author, speaker, and global consultant in all aspects of transformation including: customer experience; employee engagement; and innovation

Bud's book, *Customer Driven Change* presents his belief that connecting customers and employees is the key to organization health and relevance

Bud has an in-depth global understanding of customer experience management. After being a Change Partner with Deloitte he was the SVP and Director of Global Consulting Services for Synovate Loyalty (now part of Ipsos)

Bud brings global customer consulting experience to the discussion having advised marquee companies such as Whirlpool, Toyota South Africa, and Microsoft Europe. Bud just completed a two year CEO sponsored transformation, customer focused engagement for Korea Telecom



# Connect Customers to Employees – Period!

## Theme

- Employees no longer work for the companies that employ them – we are all part of the temporary workforce
- Performance based management has taken away the “entitlement” to a job – and along with it the employers ability to connect the employee to the company
- Today employee engagement can come from only one source – our customers and the innovative experiences that we provide them

## Summary

- Organizations need ideas from everyone, everywhere
- The stimulation for ideas that will sustain a business comes from its customers
- The barrier to implementing these innovations comes from the rules the organization places on itself
- We need to let our employees break through the noise of the organization so our customers can be heard



# Why Attendees Want to Hear this Talk

## What's New?

The idea that:

- employees are “free agents”
- employee passion is ignited by their devotion to customers, not an imposed attachment to shareholders
- employees can create a customer experience & then get the organization to align behind it

## What are the Take-Aways?

Learn how to:

1. Successfully change the customer experience by better understanding your business strategy & how customers support it
2. Generate new innovations for customers by crashing their needs against your sacred cows
3. Stop customer experience innovations from going to your organization's graveyard



# Previous Conference Experience - Selected

- Novartis  
– Change Management
  - Quebec Technology Association  
– Customer Driven Change
  - Boussais Communications  
– Customer Service & Call Center Effectiveness
  - Mystery Shoppers Providers Association  
– A Post Recession Role for Mystery Shopping
  - National Paint & Coatings Association  
– Innovating for the Future
  - Toyota  
– Customer Loyalty in Dealerships
  - BlackGinger Innovations  
– Customer Driven Innovation
  - Korea Telecom  
– Creating Leaders of Innovation
  - NACCM  
– Microsoft Europe: Measuring the Customer Experience
- New York
- Montreal
- Athens
- Istanbul
- Ottawa
- South Africa
- Shanghai
- Seoul
- Orlando



# Short Biography

## Summary

- Bud is a published author (Customer Driven Change), accomplished speaker and transformation consultant with 30+ years experience working with executives and their organizations.
- Bud works in most major industries and has consulted with marquee clients, such as: Microsoft Europe, the Whirlpool Corporation, Cardinal Health, Sony Electronics, the National Commercial Bank of Saudi Arabia, Toyota of South Africa, Canadian Pacific Railroad, the Overseas Chinese Banking Corporation, and Korea Telecom

## Experience

### Owner

**Bud Taylor Partners** July 2007 – Present

- Bud Taylor Partners works with executives to transform their organizations. We are certified in a range of methods to leverage change through: innovation, executive development, customer driven change, employee engagement.

**SVP & Global Director of Consulting Solutions Synovate Loyalty** January 2004 – September 2007

- Responsible for building the global consulting protocols prior to and after Customer Loyalty research - to "put the research to work".

### Partner

**Deloitte**

January 1999 – December 2003

- Partner in charge of: change management; human resource strategy; executive & all employee compensation; training & communications.

### Practice Leader - Southwest

**Watson Wyatt**

June 1989 – December 1999

- Built the organization effectiveness practice in the US Southwest.

