

# Jeff Tobe

## Customer Experience Expert, Innovation and Creativity Guru, Employee Engagement Engineer

Please contact a GDA agent for information.

### Topics

- Communication
- Customer Relations
- Employee Engagement
- Innovation / Creativity
- Teamwork / Teambuilding

### About Jeff Tobe

Certified Speaking Professional Jeff Tobe, M.Ed., CSP, was chosen by readers of Convention & Meetings Magazine as one of the top 15 speakers in North America. He is one of the most dynamic speakers in the world, as attested to by clients including PNC Bank, Microsoft, RE/MAX International, Erickson Living, The Dubai Water Authority and Pepsi Cola International. He prides himself on presenting up-to-the-minute, cutting-edge material as it relates to designing the ideal *customer* (internal AND external) EXPERIENCE by getting your people more ENGAGED at what they do every day. Jeff is the author of the wildly popular book **Coloring Outside The Lines** and co-author of **ANTICIPATE: Knowing What Customers Need Before They DO!** which is one of the hottest business books on the market today.

Over 20 years as a speaker, trainer, and business consultant has given Jeff the experience to apply best practices from leading companies to improve the customer experience across a wide range of industries. Whether you're an accountant, an HR professional, a retailer, or a doctor, you share one marketing imperative: If you truly want to focus on your customer/patient, you must see your business as your customer sees it. Jeff helps employees and employers put on their "customer glasses" to create meaningful change by getting people engaged INTERNALLY to offer a memorable experience EXTERNALLY.

### Select Keynotes

- **Coloring Outside the Lines: Creating a NEW Customer Experience:**

In his usual, high energy, humorous style, Certified Speaking Professional Jeff Tobe shows attendees that customer service is no longer good enough! It doesn't matter if you are a professional (educator, attorney, physician, etc.), a management professional, or an entrepreneur... you now have to consider the 'CUSTOMER EXPERIENCE' from the minute they make contact with us until the minute they are done!

- **Coloring Outside the Lines: Innovation and Creative Problem Solving:**

Creatively changing the way you do business and look at what you do, will open many doors. Jeff Tobe will unleash your innovative thinking skills and challenge you to step outside of your comfort zone to position what your organization offers more creatively than ever before.

- **Creative Team Building:**

Effective teams increase workplace morale and productivity. Teams that are innovative make fewer mistakes, save money and are more efficient. Jeff Tobe explores the creation of interdependence in teams and how the most powerful teams foster self-motivation among their members.

- **Let's Get Engaged:**

Jeff's newest keynote teaches audiences how to be more engaged at work! Through the "Four Pillars of Engagement": Curiosity, Trust, Accountability and Communication, anyone can become more engaged. It is not about WANTING to be engaged at work, it's about "Acting as if...!"

- **Listening Between the Lines: Effective Communication Skills**

"Listening is power in the communication process" according to Jeff Tobe. All world class professionals have perfected their listening skills. Have your people? If not, then Jeff shares nine techniques to more effective listening and communication which will set you apart from your competition.



## Select Book Titles

- **2016:** ANTICIPATE: Knowing What Customers Need Before THEY Do!
- **2012:** Coloring Outside the Lines

## Select Testimonials

Jeff addressed 1200 volunteer chapter leaders from around the world at our Project Management Institute LIM in Orlando. He was one of the best received speakers we have ever had as he connected with every single person in that audience. HE EVEN WROTE A BOOK specifically for project managers prior to the event! Jeff is easy to work with, incredibly professional and goes out of his way to help you put "seats in the seats".

— *Michelle Brown, PMI*

There he was, Jeff Tobe, one of the most dynamic and thought-provoking speakers I've ever encountered, was delivering his presentation on "Coloring Outside the Lines: Creating a New HR Experience". Besides finding myself laughing and occasionally clapping at Jeff's anecdotes, I learned from him some brilliant, novel perspectives

— *Michelle Hwang, Corporate Training Specialist at UC Berkeley*

For the first time ever, we brought in an outside speaker to a very special event--our Order of the Arrow lodge advisors conference. Jeff Tobe was incredible! The feedback we have received from what is typically a VERY critical group included, "I can't believe the time went by so quickly" to "I can use some of his strategies as soon as I get back home" to "You HAVE to bring him back!" Thanks Jeff for making me look like a hero!

— *Mike Hoffman, Boy Scouts of America*

No matter which program he is presenting, Jeff Tobe is energetic, humorous and insightful all at the same time. To keep our diverse group of technical services people engaged for 2 hours is a feat unto its own!

— *Mike Loeffel, Veolia Environmental Services*

As you know, I bring in speakers 8 times each year for the past 15 years or so. Rarely do I have somebody who my group of very fussy CEO's really "get". They got it! Working with them on being creative when it comes to the customer experience was incredibly well-received and I thank you for that. Speakers like you make my job a lot easier!"

— *Stanley A. Wyner, CMS Chair, Buffalo/Niagara, NY*

Jeff .... Just want to follow up and tell you how much I appreciated your presentation and your work with my senior managers. After having seen you at CMAA, I knew you would be a perfect fit for our "Best in Show" theme. Having 'interviewed' many of our people beforehand was brilliant and the customization you did for us was unprecedented. Thanks also for being so easy to work with. We are meeting Friday to design our "Post Jeff" action plan

— *Steve Matlaga, CCM GM/CEO, Greensboro Country Club*

We are now COLORING OUTSIDE THE LINES! Jeff spoke to our national sales conference of 1500 representatives who typically work from their homes and are striving to be more successful in their own direct sales businesses. He hit a home run! His extensive pre-engagement research included attending house parties with TWO of our representatives, numerous meetings with other reps, and telephone calls with our management team.

— *Tastefully Simple*