

Bryan K. Williams

Purpose-Driven Customer Service Excellence

Please contact a GDA agent for information.

Topics

- Branding / Marketing
- Business Growth / Strategy / Trends
- Customer Relations
- Influence
- Journalism / Literary / Author

About Bryan K. Williams

Dr. Bryan K. Williams is a keynote speaker, consultant, and author, who is a noted authority on service excellence and leadership effectiveness. His passion is to serve others so they may better serve the world. Over the past several years, Bryan has provided training and consulting expertise to hundreds of organizations in over 20 industries ranging from Healthcare to Luxury Hotels. His work with clients has taken him throughout North America, Europe, Asia, Africa, Mexico, and the Caribbean.

Bryan's keynote speeches and seminars have helped organizations create a memorable service experience for their customers. He is a high-energy, dynamic speaker, who educates and inspires professionals to be consistently exceptional. Bryan is the founder of the BW Leadership Academy, creator of BWTV Online Learning, and also the best-selling author of four books – *Engaging Service*, *Work Like You Own It*, *How to Serve a VIP*, and *Lift Me Higher*.

Prior to this current venture, Bryan worked with the world-renowned Ritz-Carlton Hotel Company for ten years. In his last role, he was the Global Corporate Director of Training & Organizational Effectiveness. Before his corporate assignment, he held over 17 roles with the Ritz-Carlton, beginning as a busboy at The Ritz-Carlton, St. Thomas.

Dr. Williams has earned degrees in Business Administration, Hotel/Restaurant Management, Adult Education, and a Doctor of Management in Organizational Leadership.

Bryan was a member of the Board of Examiners for the Baldrige Performance Excellence Program. The Baldrige program administers the Malcolm Baldrige National Quality Award which is the highest recognition that a U.S. organization can achieve for performance excellence. It is awarded annually by the President of the United States to businesses from all sectors.

Bryan lives with his wife and two children in the Washington DC Metro Area.

Select Keynotes

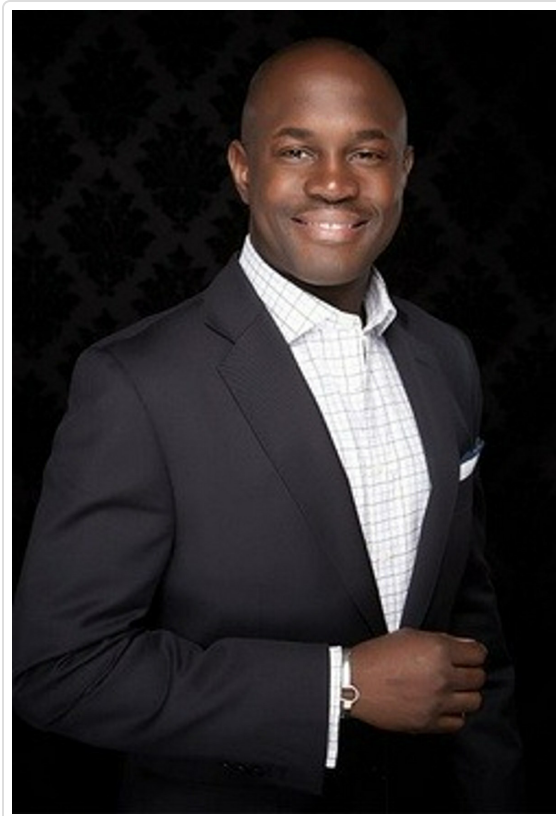
• Delivering World-Class Service - Workshop

Provides attendees with the knowledge and skills needed to effectively serve their customers in a world-class manner.

Workshop Overview: This course focuses on proven concepts and techniques to provide exceptional service in any industry. The goal is for everyone to take away applicable and relevant concepts to apply at their jobs immediately. **Learning Topics:** Customer Service vs. Customer Engagement to Enhancing your Service Touchpoints to Steps of Service to Universal Service Rules

• From Great to World - Workshop

Title: From Great to World-Class **Workshop Overview:** How exceptional is your service culture? "From Great to World-Class" will focus on five essential aspects of strengthening and sustaining a strong service culture. Learn how to incorporate ancient proverbs from various cultures to refocus on key service basics, emphasize the "power of one" in the service experience and look at potent ways to engage your team's hearts and minds. **Learning Topics:** Define the "ultimate service experience" for your organization and how to implement it to articulate your organization's purpose in the world of Power of focusing on continuous improvement to identify the leadership skills needed most to drive a culture of



excellence to apply methods to engage your staff so they work with a vested interest in the team. Target Audience: All Leadership

- **Leadership Keys to Sustain Excellence on Your Team - Workshop**

The purpose of this session is to help leaders develop a strong team that consistently exceeds expectations. This session will explore the daily leadership habits and proven tactics to sustain excellence on any team. Learning Topics: Daily review and practice of standards of Daily focus on exceeding expectations of conduct ongoing. Treat the staff the way you want them to treat their customers. Look at the process...not the person. Do you believe in the potential of each person on your team?

Target Audience: All Leadership

- **Leading a 5-Star Service - Workshop**

Title: Leading a 5-Star Service Team Description of 5-star leaders: These types of leaders are unapologetically devoted to excellence and simply refuse to accept or celebrate mediocre performance from their team. Workshop Overview: This session will review the leadership skills and competencies needed to lead a 5-star caliber team. Special emphasis will be placed on proven techniques and processes used by highly effective leaders worldwide. Learning Topics: How to build a team of highly engaged employees of Non-negotiables of 5-star leaders or Becoming a leader that others want to follow or Communicating the purpose of each person's role Target Audience: All leadership

- **Work Like You Own It! Workshop**

Six Habits of Service Superstar's Purpose: To review the mindset, habits, and skills to work with a sense of ownership. Workshop Overview: This session will review the work habits and approach to service that world-class employees have. Special emphasis will be placed on six habits of service superstars. All attendees will leave this session with practical and applicable tools/concepts to use immediately. Learning Topics: Habit #1: How (and who) will I "wow" today? Habit #2: Identify customer preferences Habit #3: Give teammates recognition Habit #4: Be an Ambassador Habit #5: Develop personal service standards Habit #6: Own complaints Target Audience: All staff

Select Book Titles

- **2018:** Lift Me Higher: 50 Leadership Tips to Strengthen, Encourage, & Inspire You
- **2017:** WORK LIKE YOU OWN IT! 20 Ways to Go From Meeting to Exceeding Your Customers' Expectations
- **2017:** Engaging Service: 22 Ways to Become a Service Superstar
- **2016:** How to Serve a VIP: 30 Tips to Earn & Re-Earn Your Customers' Loyalty