

Stop SPINning, Start WINning!

Inspiring the neXt generation and building a loYal workforce

- Do you have a work environment where people love their jobs and look forward to coming to work everyday?
- Do your customers love the experience they have with your company's representatives? Or do your customers complain or worse, jump ship, because of poor service experiences?
- Do you need proven strategies to inspire loyalty and dedication in your 20- and 30-something employees? Does your service staff feature a revolving door of employees that won't stick around for more than six months?

In the service industry, it's likely that your bottom line depends upon satisfied customers and dependable, hard-working employees. And if you're like most businesses, your service staff is made up primarily of Gen X and Gen Yers, known for characteristics like their non-committal "free spirits," lack of respect for authority and their allegiance to themselves rather than the company they work for.

This presentation will help you and your company:

- Create a work environment that will inspire your employees to give you their best work *every day*,
- Understand the key motivators of a Gen X and Gen Y workforce so you can harness those distinctions to increase productivity,
- Identify the strategies you need to implement to increase job satisfaction, reduce turnover and absenteeism, and to increase profitability,
- Motivate your employees to WOW your customers with amazing service that fosters loyalty to your products and services, and
- Make "commitment" a key part of your company culture: Commitment to the company, commitment to the team, and commitment to the customers.

For more information, or to book Deanne to speak to your group, visit us online at www.DeanneDeMarco.com, call us, 866-91-COACH or email us, Booking@DeanneDeMarco.com.

Deanne is outstanding! I was very impressed with her ability to communicate and inspire our group, with people from very different backgrounds, to help us resolve conflicts and work better together. I would recommend Deanne to any organization seeking to improve their communication skills.

Karen Hery, Sales
Honeywell Home and Building Control

Creating enthusiastic corporate cultures where people love to work!



Partial Client List

- Lockheed Missiles & Space
- American Medical Association
- Internal Revenue Service
- United Way
- Taco Bell
- Intel
- Apple Computer
- Stanford University Hospital
- IBM
- Electric Power Research Institute
- ComEd
- The Peninsula Center for the Blind

Book Deanne

Call Us: 866-91-COACH

Email Us:

Booking@DeanneDeMarco.com

For More Information

www.DeanneDeMarco.com

Deanne put a lot of time into our training. We left the class knowing a little more about our job, but more importantly about ourselves. She inspired me to reach higher. Thank you!

David Simmons
Taco Bell

About Deanne DeMarco

Bringing out the best in others, inspiring loyalty and increasing job satisfaction amongst members of the Gen-X / Gen-Y age group has been the hallmark of Deanne's career. Rather than using management models that seemed to work well for Boomers in Corporate America 15-20 years ago, Deanne employs a set of strategies aligned with her GenXer Factor™ Management Model to inspire more productivity, passion and enthusiasm from the younger, Gen-X workforce that companies are mobilizing in the 21st century. This proven approach helps corporations of all sizes create an enthusiastic corporate culture where people achieve more and love their work.

Deanne's unique style and penchant for results has been most affected by her son Bobby's amazing story. "Six months after we brought our son Bobby home from the hospital, we started planning his funeral," Deanne recalls. "Medical tests led doctors to believe that he wouldn't live beyond his first birthday. And, if, by some miracle he did survive, he never would walk."

Everyone was resigned to Bobby's fate. Everyone, that is, except Bobby. Against all odds, Bobby celebrates his first birthday, then his second and his third. At age four, he struggles to take his first steps. He fails. He tries, again. He fails, again. But, all the while, Bobby is nurturing a dream, not just to walk in spite of excruciating pain – but, to run. With Deanne's encouragement, Bobby ran his first marathon.

See Bobby Run (2008) explores Deanne's incredible journey with Bobby, and uses his story as a powerful metaphor to connect with the values of Gen Xers and to communicate important lessons like the power of perseverance, overcoming our fears of failure, and daring to dream BIG! Her original research and findings have been published in academic journals and presented at conferences around the country.

Deanne's successful training programs are nationally-recognized by *Training Magazine's Top 100*. An author, speaker, corporate trainer and coach, Deanne has written four books and numerous workbooks, and her articles have been published in more than 200 trade and professional journals. Her multicultural training and research extends across 28 countries and 52 cultures, including an important role as a conflict mediator during the first Gulf War Crisis.



Interesting Facts

- Author of 4 books, numerous workbooks and has been published in over 200 trade and professional journals
- Her multicultural training and research extends across 28 countries and 52 cultures
- Certified Corporate Coach

Memberships & Awards

- Recognized by Training Magazine's Top 100
- Nominee, Time Magazine's Woman of the Year
- Nominee, Nobel Prize for Research
- Numerous academic awards for research
- Numerous int'l speaking awards

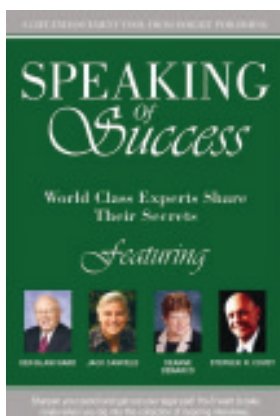
Articles Published

- US Business Journal
- Managers Intelligence Report
- Journal for the American Mgmt Assoc

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For More Information
www.DeanneDeMarco.com



Speaking of Success

by Deanne DeMarco, Jack Canfield, Stephen Covey, et al

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