



## Cindy Solomon believes great leadership creates great results...

Cindy is passionately committed to helping organizations build long-term, profitable relationships with their customers, their leaders and their employees through keynote presentations, executive coaching, leadership training and strategic consulting.

### Cindy Solomon...

**Is** an internationally recognized speaker, writer, executive coach and consultant in the fields of customer service, customer loyalty, employee retention and leadership development.

**Is** sought after by companies large and small for her humorous, provocative and compelling insights on the current business landscape presented to tens of thousands of leaders each year.

**Is** the #1 speaker at the largest gathering of Women Executives in California – the Professional Business Women’s Conference in San Francisco - for three years running.

**Shares** her talents as a facilitator and panel discussion leader with hundreds of organizations each year to help them create highly productive, motivational and bottom line focused meetings for their employees and leaders.

**Helps** a broad spectrum of clients around the world such as Eli Lilly, Google, PriceWaterhouseCoopers, Deer Valley Resort, The Mayo Clinic, State Farm Insurance and the Apollo Group to create the organizations and leaders they need to succeed.

**Is** the Co-Founder of the Women’s Success Forum, putting her talents to use not only for her clients, but for over 9,000 leaders around the country with this nationally recognized corporate leadership conference.

**Is** known for her hilarious, motivational and fully customized delivery, which allows every audience to build their knowledge base while building their enthusiasm for productive change, life-long learning and exceptional customer service.

**Is** often quoted in articles with examples including PINK Magazine, the NSAA Journal, Customer Service Cultures and in books including: The Transparency Edge by Barbara & Elizabeth Pagano and The Naked Truth, by Margaret Heffernan.

**Is** publishing her book, “Creating a Culture of Courage™” this year!

Biography ..... 1

Speaking Programs ..... 2-3

Testimonials ..... 4-5

Clients ..... 6-7

For Meeting Planners ..... 8-9

## **Creating a Culture of Courage™: The New Leadership Challenge**

As companies are demanding that employees take more risks, do more with less, and try to anticipate the future, courage has become a critical and often overlooked element of every leader's skill set and "scorecard." We can no longer be averse to taking risks or remain complacent in any organization -- for success depends almost entirely on our ability to make difficult decisions confidently and quickly... about our businesses, about our careers and about our lives.

While many believe that courage is a quality that leaders are born with, Solomon's extensive research shows that everyone can build "courage skills" and help create the strong, productive organizations needed to succeed in today's changing environment. Learn how to create an organization that not only embraces, but thrives on change -- and learns with every decision it makes. Creating Courage™ enables every employee and every organization to meet the demands of an uncertain future. Solomon's delivery of this humorous, poignant and highly provocative speech will leave the audience believing they can accomplish anything -- both in their personal and professional lives!

## **The Courage to Innovate™: The Corporate & Entrepreneurial Imperative**

Many of us are being asked every day to become more "Entrepreneurial" in how we address our organizations and businesses. Whether we reside in small organizations looking for that competitive edge or in large and cumbersome organizations seeking a better way to do business... it takes courage... courage to lead... courage to risk... and most importantly, it takes courage to innovate. The organizations that will face the future successfully and with a renewed spirit of innovation will need to look inside themselves to see if they have the courage to work differently and more effectively.

This compelling session allows leaders and organizations to fully understand what it takes to innovate... within our organizations, within our teams and within our lives. With her usual sense of humor and compelling reasoning, Cindy brings audiences to their feet and to their potential with this funny and provocative session.

## **The Customer of the Future™: Creating True Customer and Employee Loyalty**

Creating a truly customer-focused organization no longer involves simply improving customer service levels. It now depends on everything from engaging and developing skilled leaders who embrace risk and thrive on change, to creating loyal relationships with employees -- and empowering them to do all they can for their customers. As customers become more educated, more critical and more demanding, organizations must discover the keys to creating profitable, lifetime relationships with them. Transform into an organization that adapts to change with cheers, rather than jeers! Hear practical, real life examples from Cindy's extensive work in Corporate America of organizations who have transformed themselves in order to not just meet the needs of their customers, but to exceed them! Solomon's humorous, motivational and customized delivery makes this presentation an especially great opening for any meeting or event.

*continues to next page...*

*continued from previous page*

## **The Power of One™: Creating Extreme Performance One Employee, One Customer at a Time**

World class customer service organizations are created by leaders and employees who embrace accountability and revel in their ability to serve their customers. Learn from the expert how every leader and every organization can create a customer-focused culture that benefits both the customer and the bottom line. Solomon's real-life examples and practical steps ensure that every attendee, whether they be on the front-line or in the executive suite can walk away with a plan to create a trusting, accountable organization truly focused on the customer.

## **Creating a Culture of Trust™: Eight Leadership Traits to Foster Trust**

In a world that has become less secure and business less predictable, there has never been a time when trust has been a more crucial factor in an organizations success. In order to survive and grow in times of dramatic change and upheaval, this keynote focuses on the basics of how leaders can create trust within their teams. Solomon's real life examples and her easy to understand and execute steps allow every attendee the opportunity to create a trusting and therefore successful culture within their team. As we ask our employees to change more quickly and adapt to doing more with less, a culture of trust is an absolute imperative to fostering a high performing organization.

## **The Organization of the Future™: Creating a Business Savvy, Customer-Focused Team**

Never before have our organizations been more challenged to become an integral and proactive business force within our companies. Gone are the days of simply writing code and interacting with other professionals...the organization of the future must be well versed in business principals and able to understand and interact with all facets of an ever changing marketplace. This humorous and experiential keynote is the perfect platform to help your organization fully understand this new role and how they can proactively and positively impact the success of the entire organization. If you are looking for a way to help your team climb to the next level of performance and become a fully integrated and recognized partner in the organization, this is the keynote for you.



# Testimonials



"Thank you so much for your world class presentation. I have attended many keynote presentations and have never before left with so many concrete steps to improve performance and with such an overwhelming sense of empowerment. This is exactly what my department, my organization and I needed."  
Campus Director, University of Phoenix



"Cindy did an excellent job of both motivating our staff to achieve great things and weaving takeaways into our goals! Everyone commented on her great presentation and we would definitely like to have her back again!"  
Vice President, General Electric



"Engaging, smart, funny, and extremely professional, Cindy Solomon is a gifted speaker and any meeting planner's dream come true. Both her keynote presentations and workshops met our every expectation and more...I would highly recommend her."  
Executive Director, National Ski Area's Association



"Cindy is such a gifted speaker! Her presentation at the AIMSE national conference was one of the highlights of the conference! The stories she wove through her talk to emphasize the meaning of true customer service did just that!"  
Partner, Charnley & Rostvold



"Cindy, you are the 'bomb'!! Everybody loved your presentation! Your presentation on the challenges we face with mustering the courage to make change was right on target both professionally and personally for the audience. Your humorous delivery energized and motivated everyone."  
Steven Jackson, Director, Career Development/ROP, Sonoma County Office of Education



"This was the most motivational presentation I have ever seen at Eli Lilly. Cindy helped motivate me to do things differently for myself and my company."  
Attendee, Eli Lilly National Medical Information Conference



"Entertaining, witty, informative, great stories to support points, thoroughly enjoyed the presentation."  
M. Timmons, Northeastern University

*continues to next page...*

# Testimonials

*continued from previous page*



"In this time of uncertainly and unexpected challenges, Cindy urged us to not only focus on better communications, but also to be 'courageous' in our lives, so that we can adapt to an ever-changing environment. Her energetic presence and sense of humor were a welcome change and one that was greatly needed."

DeLaine Perkins, Executive Director, Quest International Users Group



"Wow! Its amazing how you touched and motivated our entire team in such a short period of time! It was right on!"

Paul Folkert, Vice President Gentiva Rehab Without Walls



"What a terrific contribution Cindy made to the success of our meeting! Her opening keynote truly was a key to the success of the remainder of the conference!"

CEO, International Executive Women's Alliance



"Cindy was a very dynamic speaker on a topic everyone could relate to. Her confidence was inspiring and she provided realistic tricks and tips for empowering ourselves to have 'courage'."

Director, Eli Lilly & Company



"Cindy's message is inspiring and thought provoking. Her humorous examples captivated the entire audience. Cindy did an excellent job identifying with the group, offering practical service tips and providing insight as to the rising levels of our customer's expectations. Our group walked away with a renewed sense of service and practical techniques that apply to the current work environment."

Training Manager, University of Phoenix



"Excellent speaker! Very funny and really showed how important our evolution into a customer focused company is!"

E. Storm, Nichols Institute



"Funny, Inspiring, down to Earth. The presentation exceeded my expectations. Cindy is a wonderfully dynamic speaker."

Attendee, Eli Lilly Leadership Conference



"Very good! I will look for more presentations from her. Good information, good flow, humor and upbeat. Just what we need!"

T. Zamecnik, Zebra Technologies

# Clients

## National & International Conferences & Speaking Clients:

### **Automotive Industry & Associations**

American Automobile Association (AAA) Leadership Conference  
California Automobile Association (CSAA) Leadership Conference  
General Motors National Service Managers Conference  
General Motors National Sales Managers Conference  
Specialty Equipment Manufacturers Association  
National Conference (SEMA)

### **Banking**

Norwest Banks  
Vectra Banks  
Wells Fargo Leadership Conference

### **Consumer Products**

UPS National Customer Conference  
Kraft Foods Leadership Conference

### **Customer Service Conferences**

Group Publishing  
Inc. Magazine CEO Forum  
Inc. Magazine National Customer Service Conference  
(over 50 appearances)  
Manitoba Quality Network International Leadership Conference  
SOCAP International Conference

### **Education**

Aramark Educational Resources National Management Meeting  
Aramark National Management Meeting  
University of Phoenix (Apollo Group):  
National Director of Operations Conference  
National Faculty Conference  
Academic Counselor Western Region Conference  
Customer Loyalty Conference  
Sacramento Leadership Conference  
Southern California Leadership Conference

### **Financial Services Industry & Associations**

Association of Investment Management Sales Executives  
National Conference (AIMSE)  
Charles Schwab Women's Leadership Conference  
GE Mortgage Insurance National Operations Conference  
Merrill Lynch Leadership Development Conference  
PriceWaterhouseCoopers Women's Conference  
Professional Association for Investment Communication  
Resources National (PAICR)  
Colliers International

### **Healthcare Industry & Associations**

Vencor Leadership Conference  
Gentiva Rehab Without Walls  
California Association of Nurse Practitioners National Meeting

### **IT Industry Associations & User Groups**

APICS – Association for Operations Management  
International Conference  
CCN, Inc. Leadership Conference  
Cisco Women's Leadership Conference  
Cisco Leadership Conference  
Great Plains Software International Customer Conference  
Multi-Media Technology Alliance International Conference (MMTA)  
JD Edwards International User Group  
Conference – Leadership Track (QUEST – 3 appearances)  
JD Edwards User Group – Western Region Conference (QUEST)  
PeopleSoft/JDE International User Group Conference (QUEST)  
Oracle Leadership Conference  
Siemens National Customer Conference  
Society of Consumer Affairs Professionals in Business  
International Conference

### **Non-Profits**

California Workforce Association  
Colorado Chamber of Commerce  
Alaska Chamber of Commerce  
Sonoma County of Education

### **Insurance Industry & Associations**

Palisades Insurance Annual Meeting  
Plymouth Rock Insurance Leadership Conference  
Plymouth Rock Insurance National Customer Service Conference  
State Farm Insurance National Women's Leadership Event  
State Farm Insurance Executive Leadership Event  
State Farm Claims Leaders Conference

### **Telecommunications**

BellSouth National Leadership Conference  
BellSouth National Customer Conference  
GTE National Customer Conference  
GTE National Leadership Conference  
SOCAP National Conference  
Unidial Communications Customer Conference

### **Women's Conferences & Associations**

California Professional Business Women's Conference  
– San Francisco (4 appearances)  
California Professional Business Women's Conference  
– Sacramento (3 appearances)  
Executive Women's Alliance International  
Leadership Conference (EWA)  
Women in Technology International (2 Appearances)  
Women's Success Forum (9 appearances)  
East Bay Women in Business  
Women's Presidents Organization  
Horizon Foundation  
Mountain View Chamber of Commerce

*continues to next page...*

# Clients

*continued from previous page*

## **Pharmaceutical Industry & Associations**

Astra-Zeneca US  
Eli Lilly Medical Information National Leadership Conference  
Eli Lilly Medical Information Management National Conference  
Eli Lilly Women in Leadership National Conference  
Genentech  
Novartis Pharmaceutical Leadership Conference

## **Resort, Travel Industry & Associations**

Andavo Travel Customer Appreciation Meeting  
The Canyons Resort Leadership Meeting  
Deer Valley Ski Resort  
Eldora Ski Resort Orientation  
Jackson Hole Mountain Resort Orientation  
Jackson Hole Mountain Resort Leadership  
Killington Resorts Leadership Orientation  
Mt Hood Meadows Resort  
National Golf Course Owners Association National Meeting  
National Ski Area Association National Meeting  
National Ski Areas Association Eastern Regional Meeting  
National Ski Areas Western Regional Meeting  
Sierra Summit Mountain Resort Leadership  
PGA Southern CA Golf Course Leadership  
PGA Southern CA Golf Course Orientation

## **National & International Consulting Clients:**

### **Consumer Products**

Arrowhead Mountain Spring Water Company  
Braun Consumer Products  
Clairol Consumer Products  
Canon USA, Inc.  
Coca-Cola Company  
Kraft, Inc.  
Perrier Group of America  
Poland Spring Water

### **Banking**

Vectra Banks

### **Customer Service Conferences**

Fast Company Magazine  
Inc Magazine

### **Education**

University of Denver – Daniels College of Business  
University of Phoenix (Apollo Group)

### **Financial Services Industry & Associations**

Charles Schwab  
Deloitte & Touche

## **Healthcare Industry & Associations**

HealthOne Hospital Group  
Mayo Clinic – Outpatient Services  
Vencor Hospitals

## **IT Industry Associations & User Groups**

CCN, Inc.  
Microsoft  
QUEST International Users Group

## **Pharmaceutical Industry & Associations**

Eli Lilly US Medical

## **Insurance Industry & Associations**

Plymouth Rock Assurance  
State Farm Insurance Company

## **Resort, Travel Industry & Associations**

Alaska Discovery Adventure Travel Company  
American Ski Company  
Andavo Travel  
Aspen Ski Company  
Canyons Resort  
Eldora Resort  
Jackson Hole Resorts  
Killington Resorts  
Mt.Hood Ski Resort  
Sierra Summit Ski Resort  
Telluride Mountain Village  
PGA Southern California Golf Course  
Deer Valley Ski Resort

## **Telecommunications**

AT&T  
USWest

## **Women's Conferences & Associations**

California Professional Business Women's Conference  
Women In Technology International  
Women's Presidents Organization

Now that you have made the decision to have Cindy as part of your event here is some information that is frequently requested by meeting planners that will help you prepare for Cindy's participation.

## Travel Guidelines:

**Hotel:** Please secure a smoke-free hotel room with a queen/king sized bed with guaranteed late arrival the evening before the event.

**Transportation:** Cindy will arrange full coach or discounted first class airline reservations for flights over two hours in length and will send you the itinerary once the arrangements have been made. Expenses will include airfare, meals, gratuities and ground transportation to the airport in both cities and will be billed following the event.

When possible, please arrange for ground transportation or send a sedan car service for Cindy's arrival. Once you have made the arrangements please send a confirmation number to my office [info@cindysolomon.com](mailto:info@cindysolomon.com).

## AV Requirements:

Based on the size of the venue and the number of participants Cindy will need a wireless lavalier microphone.

As part of Cindy's presentation she will be using Power Point slides, therefore, an LCD laptop projector should be provided. Cindy will bring her own laptop or flash drive with her presentation to the event, whichever is preferable to you. Additionally, Cindy will need a wireless mouse which she will bring if utilizing her own laptop or will need to be provided if other arrangements are made.

## CD's/DVD's and Training Products:

Many clients prefer to pre-purchase books, CD's or DVD's for their participants to serve as a gift or benefit for attending. If you would like to purchase any of our products, please contact the Solomon & Associates office for details at 415-374-7672.

## Speech Customization:

Cindy fully customizes each of her speeches to the unique needs of her audience. In order to do this, she will request the opportunity to interview up to 10% of the audience in the weeks prior to the event. Solomon & Associates will provide you with all the tools you need (emails & recommendations re: interviewees) three weeks prior to your event. This customization allows Cindy to ensure she is meeting your objectives and resonating with your audience.

*continues to next page...*

*continued from previous page*

## **Book Signings:**

A book signing after my program is a wonderful way for me to meet with the audience one-on-one and to continue the momentum of my speech with individual conversations. This allows participants of your event time to process what I have said and to commit to Creating their own Culture of Courage in their professional and personal lives.

For a successful book signing: Please allow at least 20 to 30 minutes at the close of the event in order to give all those that wish to receive a signed copy of my book that opportunity as well as some one-on-one time with me.

I will handle all of the shipping requirements prior to the event to ensure a successful book signing. Once we have made arrangements to include a book signing as part of your event please e-mail my office at [info@cindysolomon.com](mailto:info@cindysolomon.com) with all of the shipping details.

## **Media:**

I am happy to participate in any radio, TV or print interviews to help you promote your event. Please call the Solomon & Associates office to arrange details at 415-374-7672.

*Here is a short bio for your media needs:*

Cindy Solomon is an internationally recognized speaker, writer, executive coach and consultant in the fields of customer service, customer loyalty, employee retention and leadership development. Her best selling program, "Creating a Culture of Courage: The New Leadership Challenge" has been heard by thousands of leaders around the world.

## **CEU Objectives and Requirements:**

For those of you applying for CEUs here are the objectives and time frames:

For a 60 minute program, participants will:

1. Identify and understand the need to approach our workplaces and cultures from a place of courage in order to ensure our success into the future. *(10 Minutes)*
2. Recognize the barriers to creating more proactive and courageous workplaces and our roles in alleviating these. *(10 Minutes)*
3. Understand the four types of courage and how this understanding can help us work more productively and effectively with our peers and others within the organization. *(20 Minutes)*
4. Six practical strategies for creating more courage for themselves in both their professional and their personal lives. *(20 Minutes)*

## **Photos and Articles:**

High resolution photos in both black & white and color are available at:

[www.cindysolomon.com/KeynoteSpeaking/ForMeetingPlanners](http://www.cindysolomon.com/KeynoteSpeaking/ForMeetingPlanners)

Articles written by Cindy Solomon are available for download at:

[www.cindysolomon.com/AboutCindy/ArticlesByCindy](http://www.cindysolomon.com/AboutCindy/ArticlesByCindy)