



Linda Ireland

Executive, speaker, author and agent of change

Is your customer experience making you money? Costing you money? Do you know? Through her action-inspiring keynotes, presentations and workshops, Linda Ireland shares how customer experience can tip everything in your business toward better financial performance.



Linda loves to speak to people who want to:

- *inspire teams* to make the daily decisions that drive real performance.
- *build customer experiences* that improve financial performance.
- *escape from the "customers or profits"* performance debate.
- *build top team alignment* on the role of customers in operating strategies.

..... Frequently requested speeches on customer experience

What's your front domino?



Like a line of falling dominos, daily actions across your organization form a sequence of events that, if aligned correctly, build momentum and culminate in what every business wants: outstanding financial performance.

Establishing a target experience — your front domino — and using it to drive daily decisions across your organization will determine the level of profit you achieve.

With this speech, Linda challenges leaders to see the link between customer experience and financial performance, and demonstrates how investments in customer experience are not a tradeoff to profits.

Drawing from her book *DOMINO*, this speech is ideally suited for leaders who choose what should drive daily decisions for product and service lines, brands, or organizations.

"Linda used our group's diverse mix of industries, leadership levels and personal goals to create a single energizing experience. She stretched every perspective in the room."

Leslie Rapp – Vice President Program Development, Menttium Corporation

"Linda consistently over-delivers value for our audiences. She reaches past "best practices" to help leaders tackle the challenging questions that haven't been answered yet."

Ellen Shannon – President, Publication & Conference Development Partners



Six customer experience steps to better financial performance

Every customer experience starts with a person who has a need, problem or a desire they'd pay money to solve. By fulfilling the triggering need well, growth, profit and sustainability are yours.

Would you like a customer experience map that identifies the best route for solving a triggering need in a way that guarantees better performance?

This speech inspires people to see their ideal target customer experience in six steps. Linda challenges leaders to stop focusing on selling products/services and to direct their attention to solving needs for the right customers.

Linda's six steps and thought-provoking questions foster creativity and clarity. This speech is for people who translate strategy to action, and who change the world a little bit every day.



To engage Linda, contact Katie Morrow at kmorrow@aveus.com or 651.379.3884.

To learn more about Linda Ireland and *DOMINO*, log on to her blog at ceforprofit.com or visit Aveus at aveus.com.

