

# The New Path To Profitability & Engagement

## Focus

Today, we know that being customer-centric delivers significant benefits, but most organisations struggle to realise these benefits. The key insight is to change our approach. Bolting customer-centricity onto organisations designed for the last century does not deliver the value we seek.

*Apply the five tenets of the customer centric approach to business, and the nine imperatives for leaders.*

**As a keynote presentation:**  
45-60 minutes

## Outcome

Delegates will see practical examples of the five tenets of the customer centric approach to business, and then learn how to apply the nine corresponding imperatives for leaders. Applying this pragmatic approach leads to higher levels of business performance, and engagement with customers and employees.

**As a workshop:**  
2 to 4 hours

**Great for:**  
CEOs,  
Senior Executives, Business  
Leaders and Managers,  
Strategists

## About Your Speaker

Mark's experience spans 25 years across corporate management roles, consulting and academia. Early on Mark developed and deployed the customer strategies for Suncorp which realised the highest cross-selling rate of any financial services group in Australia. He was then asked by the Graduate School of Business at QUT to develop two courses (one was Customer Relationship Management).

Mark delivered these courses at QUT for eight years (in the evenings), whilst consulting during the day. He has worked with more than 35 organisations to leverage the customer centric approach to business. His pragmatic experience is backed up with an MBA, change management qualifications, certified in Net Promoter Score and is the PuMP® Partner (performance measurement) for Australasia.

