



Barbara Glanz, CSP
speaker · author · consultant

Spreading Contagious Enthusiasm™



What Barbara Can Do for Your Organization:



THE Employee Motivation Expert!

She's done the **research!**
An expert and author of:

Customer Service



CARE Packages For Your Customers—
An Idea a Week to Enhance Customer Service



The Simple Truths of Service—
Inspired by Johnny the Bagger™

Appreciation and Rewards



The Simple Truths of Appreciation—
How Each of Us Can Choose to Make a Difference



180 Ways to Spread Contagious Enthusiasm™

Motivation, Retention, and Productivity



CARE Packages for the Workplace—
Dozens of Little Things You Can Do to Regenerate Spirit at Work



Handle with CARE—
Motivating and Retaining Employees

Work-Life Balance



CARE Packages for the Home—
Dozens of Ways to Regenerate Spirit Where You Live



What Can I Do?—
Ideas to Help Those Who Have Experienced Loss



Balancing Acts—
More Than 250 Guiltfree, Creative Ideas to Blend Your Work and Your Life

www.barbaraglanz.com



Barbara Glanz, CSP speaker · author · consultant

Besides being the author of eleven best-selling books, Barbara Glanz, CSP, works with organizations that want to improve morale, retention, and service, and with people who want to rediscover the joy in their work and in their lives.

Here are some other interesting facts about Barbara:

- First speaker on record to speak in all 50 states and on all 7 continents
- One of fewer than 500 Certified Speaking Professionals worldwide and one of fewer than 195 women CSP's
- Elected to the Board of Directors of the National Speakers Association 2002 to 2005
- Has a Master's Degree in Adult Education
- Former Manager of Training for Kaset International, a 30 year old Times Mirror company specializing in Customer Service
- One of the top 10 speakers at the Society for Human Resource Management national conferences since 1997
- Featured on ABC, NBC, CBS, CNN, FOX-TV, PAX-TV, WGN, CNBC, and on radio and in print nationwide

The speaker who inspired Johnny the Bagger™ to make a difference



Barbara lives and breathes her personal motto:

Spreading Contagious Enthusiasm™

Barbara's Three Guarantees



No matter what the chosen topic is, Barbara gives you three guarantees of what she will do for participants...

- 1 "Whack" their thinking so that they begin to look at things differently.
- 2 Give them a personal sense of mission that they CAN make a difference no matter what their job is or what is going on around them.
- 3 Get their creative juices going so that they leave with immediately applicable ideas to implement both in their jobs and in their lives.

- AAA
- A&E Television
- Abbott Labs
- Alaska Telephone Association
- Allstate Insurance
- American Cancer Society
- Am. Chamber of Commerce, Egypt
- Am. Nurses Credentialing Center
- Am. Society of Association Execs
- Am. Society - Healthcare HR Admin.
- Ameriking (Burger King)
- ASU Service Symposium
- Asia Pacific HRM Conference
- AT&T
- Bank of America
- Bank of Montreal
- Boeing North America
- Blue Cross Blue Shield
- BP Products of North America
- Business Objects-Canada & Ireland
- Cedars-Sinai Medical Center
- Chicago Mercantile Exchange
- Chick-fil-A
- Christian Management Association
- Civil Service College, Singapore
- City of Memphis
- Comerica Bank
- Compaq Computers
- Conference Board of Canada
- Co. of Hotel & Restaurant Trainers
- Deloitte & Touche
- Delta Air Lines
- Domino's Pizza
- Environmental Protection Agency
- First Chicago Corporation
- Ford Motor Company
- GAP Canada
- General Mills
- Great Clips
- GTE
- Hallmark
- Hawaiian Electric Company
- Hearst Management Institute
- HEB Grocery
- Hellenic Institute of Management
- Hilton Hotels
- IBM
- International Conf. Humor & Creativity

For a complete client list, and up
www.barbaraglanz.com



Find Out How Barbara C

Client List

- Internal Revenue Service
- International Customer Service Assoc.
- International Facility Management Assoc.
- John G. Shedd Aquarium
- Kaiser Permanente
- Kentucky Fried Chicken
- Kroger Corporation
- Life Care Centers of America
- Meeting Professionals International
- Melting Pot
- Merry Maids
- Mobil Research Corporation
- National Assoc. of Service Managers
- Nationwide Insurance
- New Zealand Institute Travel & Tourism
- Nordstrom
- Ohio Department of Education
- Payless ShoeSource
- Penn State University
- Petroleos de Venezuela
- Publix
- Raving Brands
- Recognition Professionals International.
- Rockwell International
- Sea Ray Boats
- ServiceMaster
- Shea Homes
- Singapore Security Police
- Social Security Administration
- Society for HR Management
- Solvay Pharmaceuticals
- Southern California Edison
- Southern Methodist University
- Southwest Airlines
- Special Library Association
- Sprint Cellular
- States of Florida, Illinois, Michigan, Minnesota, Wyoming, and Texas
- Swarovski
- SYSCO
- Toyota North America
- The Pampered Chef
- The Salvation Army
- University of Utah Hospitals
- U.S. Customs & Border Protection
- U.S. Department of Energy
- Wachovia Bank
- Waste Management

For up-to-date news, please visit:
[glanz.com](http://www.glanz.com)



Can Your Organization Afford to Ignore These Facts?

Many workers feel overwhelmed, undervalued, crunched for time and out of sync with family, friends, and even themselves—**AND YOUR CUSTOMERS NOTICE!**

Consider the following*...

- 12-15% of American workers are giving their very best to their jobs. 8-10% are burned out, but that leaves **75-80% of our workforce who are just doing enough to get by.**
- The length of an employee's stay in an organization is largely determined by his relationship with his immediate supervisor. **People leave managers, not companies!** Research shows that the average cost of replacing an employee today is **\$50,000.**
- The way employees are treated will ultimately be the way they treat your customers. **Happy employees make happy customers!**
- For the first time, **U.S. workers have identified rewards and recognition as one of the top five drivers of engagement**, according to results of the 2008 Employee Benchmark on Workforce Engagement.

Research suggests that your organization is affected by these facts.

*Based on research from:
Handle With CARE: Motivating and Retaining Employees and Balancing Acts—More than 250 Guiltfree, Creative Ideas to Blend your Work and your Life

Keynotes & Workshops



- The Simple Truths of Service—Inspired by Johnny the Bagger™
- Building Customer Loyalty—How YOU Can Help Keep Customers Returning
- The Simple Truths of Appreciation and Recognition—How Each of Us Can Choose to Make a Difference
- Spreading Contagious Enthusiasm™—A Leadership Style That Promotes Passion, Purpose and Productivity
- Handle with CARE—Motivating and Retaining Employees
- CARE Packages for the Workplace—Dozens of Little Things You Can Do to Regenerate Spirit at Work
- Feeling Your Way Through Change™—Understanding and Managing Transitions in Life and Work
- Glanz Employee Motivation Survey—GEM™ An online behavioral assessment tool that can immediately improve a manager's ability to motivate employees.

Keynotes

Half and Full Day Workshops

Consulting, Follow-up and Coaching

IMPACT!

Barbara helps you get the results you need!



Client Comments



Barbara Glanz has consistently scored among the Top 10 speakers at our conferences since 1997, not only due to her outstanding speaking skills, but also her warmth and ability to know what the audience needs and wants.

Barbara Sadek, Director of Education, Society for Human Resource Management

Barbara Glanz is a gem - a rare find among speakers! Not only does she share HOW to inspire others to do their best, she MODELS the behavior with her own contagious enthusiasm and powerful personal illustrations. Our owners and managers loved her and were enthusiastic about having her return (something we rarely do).

Jeff Fendley, Director of Training, Merry Maids

For John Fielder, President, to ask me to get one [of Barbara's books] signed for him is a VERY rare occasion... Since our event, we have had a great number of attendees ask, "When is Barbara coming back?" This is the first time I have had a request for a speaker to return.

Sherri Schafer, Customer Experience Manager, Southern California Edison

On September 10, 2008 Shea Homes (Arizona) division was named by J.D. Powers as Number 1 Homebuilder in the Phoenix metropolitan area—and that means we've put what you taught us to good use in the customer service area... the seeds you plant around the world DO take root and produce abundantly!

Ruth C. Truman, Director of Special Projects, Land Department Attorney, Shea Homes

I still remember you when you spoke at the Asia Pacific HRM Congress in Mumbai, India. You were the only speaker (there were 92 speakers who were invited) who moved both my mind and heart.

Cosme Pacana, Training Director, Institute of Cooperative Studies

General Mills Shared Services is still buzzing about your message... your presentation was the #1 highlight of the morning program. You touched a lot of people and "whacked their thinking."

Candi Rathjen-Nowak, Project Manager, General Mills

Barbara Glanz is a world-renowned presenter who speaks from the heart. I have personally seen Barbara speak to small groups of 30 and large groups of thousands, and she has the ability to reach out to everyone in the room so that they walk away wiser, better prepared with new tools, and more energized and engaged.

Carole Erken, Human Resources Director, Kaiser Permanente

Barbara's heartwarming stories move and inspire us! She takes the time to know and understand her audience. Barbara lights up the room with her "contagious enthusiasm!"

Peter Hart, CEO, Rideau Recognition Solutions, Montreal, Canada

I am very pleased to inform you that we have had numerous requests for "more Barbara," and we anticipate that we will invite you again and again to spread your contagious enthusiasm to more audiences in Greece and Cyprus.

Dimitri C. Tsitos, President, Synolic Quality Systems—Athens, Greece

You are largely responsible for the conference being the best rated ever! You inspired and motivated our Unit Marketing Directors. Your message was a blessing to all, both from a professional and personal standpoint.

Joanna Alder, Marketing Executive, Chick-fil-A

Barbara is the most genuine presenter I know. When I have a client looking for customer service or employee retention - I immediately recommend Barbara. She speaks from the heart and she touches every heart in the room - no one leaves the way they enter.

Michele Lucia, Vice President, ADL Associates, Inc. and Bureau owner

Barbara is a speaker that will reach and touch each and every audience member's heart and mind!

Kevin Cronin, Senior Vice President, Recognition and Rewards, Bank of America

Your message of a personal, human touch in connection with leadership will have a lasting effect. Your ideas on how to CARE for others and create spirit in the cluster will benefit the Directors of The Pampered Chef.

Maggie Fredericks, Director, Meetings & Incentives, The Pampered Chef

Barbara has the unique ability to speak to the heart, her message is inspirational and positive, and her audience literally buzzed at the conclusion of her address.

Des Schollum, FNZITT Past President, New Zealand Institute of Travel & Tourism

To read more comments, please visit: www.barbaraglanz.com/clients

Thank you for being so flexible with your schedule to offer your presentation at all hours of the day or night to accommodate our organization's 24/7 operation. Barbara, you deliver a very powerful message, stimulating both one's mind and one's heart.

Wendy J. Bailey, Coordinator, Hospital Administration, University of Utah Hospitals and Clinics

Barbara's motto of 'spreading contagious enthusiasm' exemplifies her way of living and her impact on others. No one leaves without having the spirits of caring and appreciation re-ignited in their hearts and souls. She then equips them with practical tips and releases them with renewed power to make a difference.

Anita Schamber, Ed.D., Senior Associate, Leadership and Organizational Dev. Team, World Vision

The results are in and you were the highest rated event of our 2nd annual Ohio Award for Excellence conference. You even beat out the Governor in the ratings! You were able to deliver a message of hope and spirit to our group when we needed it most.

Thomas F. Casperson, Executive Director, Ohio Award for Excellence

Your ability to reach every person in the Division was extraordinary. Your easy and inexpensive ideas on how to enhance our service and reach our customers on a personal level will be an invaluable asset.

Karen R. Tarrant, Director, Management Services Division, State of Michigan, Dept. of State Police

Barbara is very unique in her ability to connect emotionally with her audience. Her use of story telling, personal research, and real life examples will inspire you to make a meaningful difference in the lives of others.

Tom Heetderks, Director, People Development, Kentucky Fried Chicken/Yum Brands

Barbara is the first speaker on record to speak on all Seven Continents!

