

## What People are Saying

***"Your leadership training gave us the techniques needed to cope with our changing environment. The transition will be much smoother."***

— Bill Bernson, Digital

***"Incorporating your customized team dynamics and leadership training into our offsite location was time well spent. We needed help in getting our teams back on track and you provided the insights to make it happen. We have seen remarkable results."***

— Jason Goldberg,  
American Express

***"Our managers have already implemented many of your practical ideas that will make us an outstanding department. Your customer service training was right in line with the areas we needed to address."***

— Donna J. O'Neill,  
Schering-Plough

***"Gene, your knowledge in the area of today's leadership and your ability to keep our managers interacting in a positive manner were keys to a very successful retreat. You certainly made a difference!"***

— Virginia Rose, Columbia Medical Center of Arlington

***"I've had nothing but positive feedback on your ideas and techniques to make us better leaders. Your challenge to our managers has resulted in vast improvements over the past 30 days."***

— Rob Whorley,  
Philips Consumer Electronics

***"Transforming managers into leaders is not always an easy task. But, thanks to your training, I have seen noticeable changes in our managerial staff. We have adopted the Coaching Continuum as a permanent supervisory tool."***

— John Ahlfors,  
Alcan Building Products

## Accomplishments & Awards

For more than ten years, Gene Swindell was known as "The Voice of General Motors" in a daily radio broadcast, training seminars, and as a corporate speaker. Today, based out of Atlanta, Georgia, Gene is recognized internationally by industry leaders as the "Voice of Change™."

A highly sought after speaker and author, Gene doesn't just "motivate" people, he teaches them how to function more effectively in highly competitive, ever-changing business environments. He is best known for his outstanding results with hundreds of companies throughout North America that his programs have strengthened by building effective and lasting teams.

## Memberships

American Society for Training and Development

Association for Quality and Participation

National Speakers Association

American Society of Association Executives

## Clients & Audiences

A sample of the hundreds of companies that have created a competitive advantage by strengthening the framework of their organization through Gene Swindell's expertise.

American Express

General Electric

BP/Amoco

Mack Truck Company

Prudential Securities

Aviation Electronics Association

Marriott Hotel University

Circuit City

Digital

Arthur Andersen Consulting

Dow Chemical

Michigan Hospital Association

Nestle Foods

DahmlerChrysler Mopar Parts

BellSouth Mobility

AT&T

Tandy Corporation

Brookwood Medical Center

American Furniture Manufacturing Association

Caterpillar Inc.

Corning Glassworks

K-Mart (Canada)

Future Three Software Co.

Mercury Marine

Minolta

Philips Electronics

Electronic Data Systems

***Gene Swindell Travels From:*** Atlanta, GA

## For More Information, Please Contact:

Zoe Training and Consulting at  
(303) 440-9005 or (877) 440-9004  
or visit [www.zoetraining.com](http://www.zoetraining.com)

Gene Swindell  
the VOICE  
OF  
CHANGE™

GENE SWINDELL

Speaker • Author • Industry Expert

**F**or 20-plus years, Gene Swindell has worked with companies that want to create a competitive advantage by strengthening the framework of their organization. Here are ten reasons why Gene can do the same for you:

**1. Return on Investment.** His customized leadership, team building and customer service programs are cost effective. Compared to other so-called customized training seminars, or those with a "one-size-fits-all" approach, your investment in Gene's learning systems produces excellent returns to your organization, your personnel, and your bottom line.

**2. Ideas are Practical.** Techniques are easy to use. No pie-in-the-sky theories. Since every program is customized, true-to-life scenarios and examples make the material more meaningful.

**3. Interactive Exercises.** No one wants to sit through a boring lecture. People learn through doing. Each fast-paced program features helpful self-assessments, partner and group exercises - and the audience has fun!

**4. Action-Oriented.** Throughout each learning program, attendees are asked to "capture the moment" and commit to action steps to improve performance, increase productivity and better themselves.

**5. Modular Programs.** Every learning program is modular to fit the time allotted. From 90-minutes to multi-day workshops, the customized material is offered in easy-to-understand segments.

**6. Every Program is Customized.** No off-the-shelf material. Every topic is tailored to your specific needs. Gene researches your needs through a pre-program questionnaire, telephone conversations, and other information-gathering channels to design a tailored program.

**7. Experienced Leader.** Gene is more than a trainer or speaker ... he's a learning leader. With more than 20 years experience in working with a wide range of industries and organizations, he knows what works. And he keeps up-to-date on the latest techniques and innovative methods to give you the competitive edge.

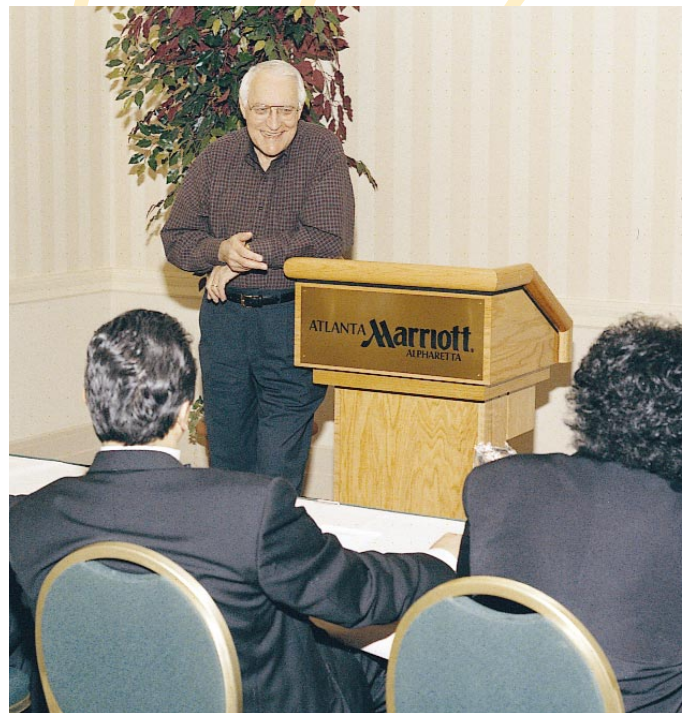
**8. He's Engaging.** Gene's unique style holds everyone's attention. He mixes humor and practical ideas in an entertaining, yet educational presentation. Evaluations average 9.7 on a 10-point scale.

**9. No Hassles.** Corporate executives, meeting planners, and training directors from large and small organizations say that Gene is easy to work with and client focused. He goes the extra mile to exceed expectations.

**10. Follow-up.** Rather than "one-shot" exposures, Gene views his tailored programs as ongoing learning experiences. He follows up regularly with clients to check on progress and to continue the educational process. That's added value!

#### Contact Info:

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## Program Contents

**G**ene Swindell works with companies that want to create a competitive advantage by strengthening the framework of their organization.

### Quality Leadership

#### Answers to the Toughest Management Questions

- How to create high-performance teamwork
- Learn to delegate without guilt
- Five principles to guide work teams to success
- Six dimensions of quality leadership
- Creating mutual trust and respect
- How to build solid team relationships

***" Sometimes doing something costs something. Sometimes doing nothing costs something. And sometimes doing nothing costs more."***

— Gene Swindell



### Team Dynamics

#### Practical Strategies to Build High-Performance Teams

- How to develop a customized strategic plan for teams
- Building a team charter: mission, values, norms
- Understanding the four stages of team growth
- Five-step process to set meaningful goals
- Techniques for effective team meetings
- Eight-step plan to handle conflict and confrontation

### Quality Customer Service

#### Creating the Competitive Edge

- Seven keys to keeping customers loyal
- Solutions to the five most heard complaints
- The most overlooked skill: Active listening
- How to deal with the ten most difficult customers
- Using a positive vocabulary for consistent service
- Telephone techniques for a professional image

### Keynotes/Speeches

#### New Perspectives to Today's Challenges

- Is that your final answer
- The lifelines of leadership
- Building high-performance teams
- Service is your only business