



# BILL HOGG

## HIGH OCTANE PERFORMANCE EXCELERATOR™

### ARE YOU READY TO MOVE BEYOND INCREMENTAL IMPROVEMENTS AND TAKE YOUR BUSINESS TO NEW HEIGHTS?

Bill is the “just do it” guy who has walked in your shoes.

***Call Bill when you're ready to:***

- hear the straight goods
- achieve sustainable breakthrough results
- shatter the ceiling of the status quo
- fire up company ambassadors
- implement profit-rich strategies
- super-charge sales growth
- inspire & reward high impact performance and productivity
- win rave reviews from employees, customers and clients
- build high velocity referral techniques
- implement your no-excuse leadership development toolkit

***If you are ready for a profound shift in your team's mindset – you are ready for Bill Hogg.***

Bill is passionate about results and works only with clients who share that passion – ready to take steps to achieve immediate, significant and continuous improvement.

Sought after internationally, he is recognized for his uncanny ability to create profound change and deliver extraordinary results with the most demanding organizations. When a company is ready to leap tall buildings with a single bound, Bill supplies the springboard, such as:

- launching a new luxury automotive category
- re-positioning Canada's largest retailer
- inventing a new communication channel in a government regulated product category
- defending market leaders from upstarts
- re-vitalizing global beer brands
- re-defining government service delivery models
- energizing customer service at Canada's largest annual fair

Whether working with boards or operations teams and employees, Bill breaks down the silos and gains consensus and clarity. Sometimes provocative, always stimulating, his no-bull approach results in the questioning of assumptions, the generation of new ideas and transformation throughout the organization.

***“People stop and listen when Bill talks, and remember the message long after the conversation has ended.”***

*Program Participant, ServiceOntario*



**International Federation For Professional Speakers**  
Advancing the Professional Speaking Community Worldwide



# YOU'RE IN GOOD COMPANY:

- Alias Research
- Anheuser-Busch
- Block Drug
- Boyle Midway
- Canadian Kawasaki Motors
- CNE: Canadian National Exhibition
- Dare Foods
- Exhibition Place
- Ferring Pharmaceuticals
- Fishery Products
- HBC Rewards, Loyalty and Credit Services
- Home Outfitters
- InBev
- Labatt Canada
- Labatt USA
- Lexus/Toyota
- LifeScan/Johnson & Johnson
- McNeil Consumer Products
- MediSense/Abbott Laboratories
- Oldsmobile/General Motors US
- Ontario Place
- Prime Restaurants
- Procter & Gamble
- PRO-TAX
- RBH Inc.
- ServiceOntario/Ontario Government
- Sherwin Williams
- Simmons
- State Farm
- Suzuki Canada
- Sweetripe Foods
- The Bay
- Unilever
- Uniroyal Goodrich
- Wood Gundy
- Yamaha

*“Bill ‘gets it’ and has a remarkable ability to connect in a meaningful way with all staff, including teenagers (there's a challenge for you).”*

*David Bednar, General Manager, Canadian National Exhibition, Toronto, Ontario*

## KEYNOTES

*Bill works with you to customize his message to reflect **your needs**. His programs focus on **your desired outcomes** based on your real-life issues.*

## LEADER OF THE PACK

### *What you Need to Win the Race*

Your customer relationships are your only sustainable competitive advantage for growth and profitability but the brutal truth is that 75% of your customers would gladly do business with your competition.

How do you set yourself apart in a cutthroat business environment where consumer loyalty has gone out the window? Bill shares proven principles that accelerate continuous improvement and unlock the secrets of customer loyalty and profitability.

## IN YOUR DREAMS

### *Mission Critical Tactics to Fire Up Your People*

Less than 30% of your employees are engaged in their work. People quit, but don't leave – creating declining performance and productivity. The good news is that they aren't any happier with the situation than you are.

Bill shares real life tactics and bullet-proof systems that empower teams with purpose and inspire and reward high impact performance and productivity. He shares the keys to igniting a passionate high performance culture that wins rave reviews from employees, customers and clients and exists only in your dreams – and theirs!

## HEART OF A LION

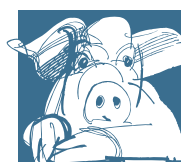
### *The Essential Qualities of Courageous Leaders*

Today, more than ever, we need courageous leaders with heart – in business, schools, and communities; leaders who empower others to reach heights they never thought possible. Bill shares observations gained consulting to Fortune 500 organizations, public sector and politics. The essential leadership qualities are the same – and more relevant today than ever.

*“Bill, I've never seen this group so completely energized - and they were still energized when I spoke with them the following week! **MANY** managers wanted you to do “regional” meetings! That request has never been made of any of our guest speakers!”*

*Gina Edwards, Director of Support and Facilities, PRO-TAX Charlottesville, Virginia*

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**BILL**  
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