



Bill Hogg & ASSOCIATES

Stimulating
change

that *accelerates*
passion, productivity
and profits!

BILL HOGG WORKS WITH LEADERS TO STIMULATE CHANGE – TO INCREASE PASSION & PRODUCTIVITY WITH THEIR PEOPLE AND MEASURABLY IMPROVE BOTTOM LINE RESULTS!

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.

STIMULATING CHANGE FOR PASSION & PROFITS:

How to create a high-performing culture that is fired up and focused on delivering exceptional results.

Fired Up & Focused (Commitment/Passion)

- Discover how leaders embrace and lead change to create a culture of leadership
- Discover 3 critical elements for finding the right people -- Hiring for Character not competence

Walk the Talk (Trust/Cooperation)

- Learn how to build trust and collaboration into your culture
- Understand how leaders embrace and lead change

No Excuses (Accountability)

- Utilize leadership behaviours that create buy-in and create a high performing work environment
- Learn how leaders make change stick and drive employee engagement

STIMULATING CHANGE FOR EPIC SERVICE:

How to create a culture of service that exceeds expectations and leaves the competition in the dust

Why Exceptional Customer Service is Not Your Goal

- Discover why satisfied customers are killing your business
- Move from customer service to customer engagement

How to Create Memorable Moments of Truth

- Understand the 7 Emotional Drivers of Satisfaction and Loyalty
- Understand how to create a customer experience that will drive results

Companies don't own the Customer Experience – Your Team does

- Establish 4 steps to GIVE Exceptional Service & Utilize Guidelines vs. Policies
- Learn 10 tips to improve your customer experience

WHEN BILL SPEAKS, PEOPLE LISTEN; MINDS OPEN, ATTITUDES CHANGE – AND THINGS GET DONE!

For over 30 years, Bill has walked in your shoes. He has managed [multi-national clients](#) at the highest advertising agency level, been on the leading edge of behavioural database marketing, built and run a successful entrepreneurial marketing company and consulted to clients at the Board, C-level and operational teams.

He is recognized as the *Performance Excelsator*TM because of his uncanny ability to create profound change and deliver extraordinary results. By drawing on real-life experience, his message is inherently credible and incorporates practical applications that change attitudes and behaviours.

Sometime provocative – always stimulating – his no excuse approach challenges the status quo and stimulates fresh actionable ideas across the organization – which results in behaviour change and ultimately drives transformation across the organization.



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& ASSOCIATES



YOU'RE IN GOOD COMPANY:

- Anheuser-Busch InBev (Labatt Canada, Labatt USA)
- TIFF: Toronto International Film Festival
- The Pita Pit (Canada, USA, New Zealand, Australia)
- Lexus Automobiles
- ServiceOntario/Ontario Government
- Suzuki Canada
- Uniroyal Goodrich
- Ferring Pharmaceuticals
- HBC Rewards, Loyalty and Credit Services
- Ontario Teachers' Pension Plan
- Canadian Nation Exhibition/The EX
- The Bay
- Ontario Place
- Canadian Kawasaki Motors
- PRO-TAX
- Dare Foods

And many more

Bill Hogg & Associates
187 Willow Farm Lane
Aurora, Ontario
L4G 6K5
(905) 841-3191
bill@billhogg.ca
www.billhogg.ca

TOP 8 REASONS WHY BILL DELIVERS BREAKTHROUGH RESULTS!

1. He's done it before. Bill knows what it takes to wrestle the toughest challenges into submission. His track record speaks for itself.
2. Results are "unprecedented". Organizations see immediate results after one session. In just a few hours, he creates profound attitudinal transformation and teams stop making excuses and instead decide to "just do it".
3. He asks the tough questions that gets leadership and teams "unstuck" and moving forward with a "common focus"
4. Clients see continuous ongoing improvement and measurable lifts in attitude, behaviour and business growth working with Bill!
5. Bill engages the audience in the transformation process – no two programs are the same because of his unique ability to interact with his audiences and build on their input!
6. Bill is passionate – and his passion is contagious. No one gets left behind during his sessions – no matter how tough the audience.
7. Bill blasts through any impression of stodgy management – setting a new and refreshing tone for leadership.
8. Bill is easy to work with. Your goals are his goals and his success is measured by your success.

Call today to find out how Bill can help you stimulate change and improve bottom line results in your organization.

"I have to say that you were one of the most low-maintenance speakers whom I've had the pleasure to work! Attendees remarked at your energetic and passionate presentation. I really hope we have the opportunity to work together again in the future."

Christopher White, President, Canadian Hotel Marketing & Sales Executives

"Bill's presentation was enlightening, powerful and entertaining. It broadened our understanding of the culture that we are trying to develop and also the means of enhancing our Pit Crew and customer experience. Bill's ability to entertain a group and harness their energy is an experience not to be missed."

Denise Andrews, Franchisee of the Year, Pita Pit New Zealand

"My colleagues across Canada felt that these events were the most engaging sessions they have ever taken part in."

Kurtis Graham, Retail Engagement, RBH Inc.



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