Richard Whiteley MBA

Renowned Authority on Customer Centered Growth, Entrepreneur and Award-winning Author

CSA CELEBRITY SPEAKERS

Richard Whiteley is the Principal of The Whiteley Group, dedicated to helping indiviuals and organisations realize and expand their potential by designing and presenting customized, exciting and provocative speeches and workshops. Most recently, he held the position of Vice Chairman of The Forum Corporation, an industry-leading, 700 man-strong, global training and consulting firm. His award-winning best seller, 'The Customer-Driven Company', was named one of the top four business books of 1991 by Fortune Magazine. 'Customer-Centered Growth', was selected as a Business Week best-seller, and named one of the top five business books by Selling Magazine.

"Increases expectations"

In detail

Richard has appeared on national and local television and radio, was featured in Flightline, an American Airlines publication, and is a frequent commentator in the business press. He was formerly a columnist for Sales and Marketing Magazine, and has created two video programs, Customer-Driven Quality with Fortune Magazine, and Solving the Leadership Puzzle, featuring the Kansas City Chiefs pro football team. In 1978 Richard founded and later served as president of The Instructional Systems Association, a group of leading national training companies.

What he offers you

Richard's personal experience in building his own successful companies, ensure that the ideas and principles offered are practical and based on the most pressing and contemporary issues facing business. An entrepreneur and practitioner first, his extensive knowledge of current business challenges and dynamic presentation style have brought him acclaim as a powerful speaker. His presentations are known for their practicality and usefulness because of his first hand company building experience and his work with over 300 organizations and 350,000 executives in 26 countries over the past thirty years. First and foremost Richard considers the audience members to be his primary customers and tailors each presentation to create high impact, take-home value for every participant.

How he presents

Richard skilfully provides an engaging illustration of how the wisdom gained throughout the ages has powerful relevance to modern business dilemmas. He aims for lots of audience participation and has style, excellent content and humour.

Topics

Customer Centered Growth: How to Create and Retain Customer Loyalty

ReSpiriting Work: How to Bring Spirit and Passion to Your Work

High Impact Leadership: Best Practices for Leading In Times of Rapid Change

Selling Through Service: How to Create the Relationship Advantage

Languages

He presents in English.

Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

How to book him?

Simply phone, fax or e-mail us.

Publications

2002

The Corporate Shaman: A Business Fable

2000

Love the Work You're With: A Practical Guide to Creating Greater Joy and Productivity in your Job

1996

Customer-Centered Growth

1991

The Customer-Driven Company

"Richard gave an excellent lecture. He was very inspirational and a real pleasure to listen to - Global Data Warehousing"