

# Scott Wozniak – Speaking Topics

---

## Customer Experience Engine

Some companies have managed to go beyond satisfied customers to create raving fans, and they have done it year after year. In this talk, you'll learn the systems and methods used by the great companies of our time.

These aren't just theories from an outsider observer, but practical methods and insider stories, delivered by a leader who worked within multiple exceptional companies, including Disney, Nucor Steel and the highest levels of Chick-fil-A.

You can get great results like these great companies if you, too, build five critical systems. When you put these systems in play, you will create a Customer Experience Engine that delivers exceptional results year after year.

## Employee Engagement Engine

No matter how good your product is or efficient your tools are, your people are at the heart of your company. And as technology gets cheaper and easier to use, your competitive advantage comes down to how good your people are.

After years of helping great brands find and keep top talent, Scott Wozniak can teach you how to build an "Employee Engagement Engine"—how to put in place five systems that can get you the best people in your industry.

This engine has been proven to work with hourly employees, white-collar workers, and skilled labor, from construction to marketing to healthcare. Don't hope your people get better, build an engine that ensures top talent chooses to work with you rather than your competitors.

## How to become World Class

What we were told about how to become great was wrong. It was well intentioned, but we misunderstood how the brain works: how we acquire skills, learn ideas, and have high energy performance.

This talk combines insights from neuroscience breakthroughs and wisdom from three global training programs that have produced world class performers for centuries. It's not only luck. It's not even raw talent.

There is a three-step path to becoming world class at almost anything. Filled with stories and practical tools, this fast-paced talk will make you shake your head in wonder and leave you asking, "What do I want to be world class at?"