

2020  
PROGRAMS



# STAN PHELPS

KEYNOTES AND WORKSHOPS  
THAT DRIVE LOYALTY AND SALES

STAN PHELPS  
**SPEAKS**

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Stan Phelps is the Founder of Purple Goldfish, a think tank of customer experience and employee engagement experts based at the Frontier in Research Triangle Park. He is a TEDx speaker, Forbes contributor and Certified Speaking Professional that inspires leaders to think differently about their most important stakeholders. Stan's keynotes and workshops focus on the value of customer experience as a competitive differentiator and the importance of employee engagement in building a strong corporate culture. He has spoken at over 500 events in 16 countries (US, Canada, UK, Spain, Ecuador, Peru, The Netherlands, Japan, Russia, France, Germany, Australia, Bahrain, Malaysia, Israel, Singapore, and Sweden) for Fortune 500 brands such as IBM, Target, ESPN, UPS, Ricoh, GSK, Tesco, and Citi.

Stan challenges brands to explore new opportunities, showing them how to be more successful in tomorrow's changing world. Working with clients to create in-person and virtual programs that are memorable, meaningful, and on-brand.

AS FEATURED IN:

TEDx

SAP

Forbes

vend

“

*"We booked Stan on short notice for a high-value client. Stan was extremely responsive to all of our requests, coordinated closely with me and the client to customize a complex workshop. The client was pleased and I'd recommend him without reservation."*

MEMBER  
NSA  
NATIONAL SPEAKERS ASSOCIATION

NET PROMOTER®  
CERTIFIED  
ASSOCIATE



## CREATING EXPERIENCES THAT **DRIVE DIFFERENTIATION AND LOYALTY**

Traditional marketing is fixated on the eyes and ears of the prospect. But it's the customer and employee experience that drives referrals. Stan inspires brands to be remark-able, showing them how to stand out in ways that customers and employees can't help but talk about.

Having evaluated over 5,000 case studies, Stan shares compelling insights and stories of fanatical loyalty from companies like Panera Bread, Doubletree Hotels, Zappos, Amazon, Southwest Airlines, Zane's Cycles and more.

Audiences of all kinds have been enlightened and inspired to  
discover how to create an experience that's remark-able, as  
well as what it takes for companies to

# **STAND OUT**

## **IN A SEA OF SAMENESS IN TODAY'S DIGITAL AGE.**







*"Stan captivates audiences and delivers valuable insight in the form of engaging stories making people feel connected. The audience left inspired with new ideas for their businesses."*

**- M.A. EVENT DIRECTOR  
MONTREAL**

## DURING STAN'S COMPELLING, CUSTOMIZED **KEYNOTES AND WORKSHOPS, HE:**

- Explains the biggest myth in business.
- Reveals the key findings of customer and employee loyalty based on his research of over 3,000 companies and brands.
- Shows the ingredients of creating signature differentiation.
- Shares case studies and real-world examples of how companies are building loyalty and winning the hearts of customers and employees.

**RICOH**



**CapitalOne**



**ssas**

**NORTHROP GRUMMAN**

**AM>**  
AMERICAN MARKETING  
ASSOCIATION

**CATERPILLAR**

**citi**

**UnitedHealthcare**





## CUSTOMER EXPERIENCE

### PURPLE GOLDFISH

**Little Things Make the Biggest Difference in Creating Customer Wow**

#### Overview

Customer experience today is largely about the little moments. This session covers the 10 different types of Purple Goldfish that you can use to add value or reduce friction for your customers.

#### As a result of this program, participants will:

1. **Tools:** Get equipped with the IDEA framework for customer experience.
2. **Skills:** Understand how to do the little things to drive value or reduce customer effort.
3. **Empathy:** Gain a deeper appreciation for the need to exceed customer expectations.

## MARKETING/BRANDING

### PINK GOLDFISH

**Amplify Differentiation to Stand Out in Business**

#### Overview

Companies need to stand out in a crowded marketplace, but true differentiation is increasingly rare. Based on over 250 case studies, this session provides an unconventional seven-part framework for achieving competitive separation by embracing uniqueness.

#### As a result of this program, participants will:

1. **Tools:** Get equipped with how to uncover weakness and weirdness in their DNA.
2. **Skills:** Understand how to design in order to amplify uniqueness.
3. **Empathy:** Gain a deeper appreciation for the need to create competitive separation.

## LOYALTY/RETENTION

### GOLDEN GOLDFISH

**Reward Your Most Important Customers And Employees**

#### Overview

Eighty percent of profitability is driven by just the top twenty percent of customers and employees. This session shares nine different ways to reward, retain, and renew your vital few.

#### As a result of this program, participants will:

1. **Tools:** Get equipped with how to find their most valuable customers and employees.
2. **Skills:** Understand how to do the little things to drive value and improve retention.
3. **Empathy:** Gain a deeper appreciation for the vital few.

## TECHNOLOGY/CUSTOMER EXPERIENCE

### BLUE GOLDFISH

**Leverage Technology to Drive Both Profits and Prophets**

#### Overview

Customers today expect brands to understand their individual needs and be more responsive than ever. This session illuminates how technology, data, and analytics will drive the future of competitive advantage, loyalty, and word of mouth.

#### As a result of this program, participants will:

1. **Tools:** Get equipped with the 3 R's to leverage technology.
2. **Skills:** Understand how to turn insights into actions.
3. **Empathy:** Gain a deeper appreciation for the needs and desires of customers using analytics.

## SALES/CLIENT MANAGEMENT

### DIAMOND GOLDFISH

**Excel Under Pressure & Thrive in the Game of Business**

#### Overview

In a world where we lose one out of every four customers each year and only close one out of every four sales opportunities, the session provides a guide to driving sales and deepening relationships powered by the Market Force Global Styles framework.

#### As a result of this program, participants will:

1. **Tools:** Get equipped with the keys to managing our own behavior under pressure.
2. **Skills:** Understand their Style comes with the free Styles Indicator assessment.
3. **Empathy:** Gain a deeper appreciation for the needs of prospects and clients.



## CULTURE/EMPLOYEE ENGAGEMENT

### GREEN GOLDFISH

Going Beyond Dollars to Drive Employee Engagement & Reinforce Culture

#### Overview

Engaged employees create enthused customers. This session covers the 15 types of Green Goldfish—little extras for employees that drive engagement, empowerment, and efficiency.

#### As a result of this program, participants will:

1. **Tools:** Get equipped with the 3D process for employee experience design.
2. **Skills:** Understand how to develop programs that address basics, belonging and building.
3. **Empathy:** Gain a deeper appreciation for the needs, desires and expectations of employees.

## CULTURE/PURPOSE

### RED GOLDFISH

Embrace Purpose to Win Hearts, Minds, and Profits

#### Overview

Purpose has forever changed the way we work and how customers buy. This session reveals how businesses can embrace their purpose to drive engagement, fuel profits, and make an impact on society.

#### As a result of this program, participants will:

1. **Tools:** Get equipped with the eight purpose archetypes and how purpose drives differentiation.
2. **Skills:** Understand how to bring purpose to life within an organization.
3. **Empathy:** Gain a deeper appreciation for emotional drivers.

## LOYALTY/RETENTION

### YELLOW GOLDFISH

Increase Happiness to Drive Business Growth

#### Overview

There should only be one success metric in business and that's happiness. This session provides a nine-part framework to produce happiness-driven growth, productivity, and prosperity.

#### As a result of this program, participants will:

1. **Tools:** Get equipped with the nine drivers of happiness.
2. **Skills:** Understand the GROWTH framework for employee and customer engagement.
3. **Empathy:** Gain an understanding of our biology and the impact of happiness on customers, employees, and society.

## LEADERSHIP/GENERATIONAL INSIGHTS

### GRAY GOLDFISH

Navigate the Gray Areas of Leading Every Generation

#### Overview

How do you successfully lead the five generations in today's workforce? This session provides a map for leaders to follow as they recruit, train, manage, and inspire across the generations.

#### As a result of this program, participants will:

1. **Tools:** Get equipped with the Generational Matrix for leading across the generations.
2. **Skills:** Understand the keys to recruiting, training, and managing effectively.
3. **Empathy:** Gain a deeper appreciation for how and why each generation views the world.

## COMMUNICATION/ PRESENTATION SKILLS

### SILVER GOLDFISH

Loud & Clear: The Keys to Delivering Memorable Business Presentations

#### Overview

The biggest myth of communication is the illusion that it took place. This session provides the 10 keys to presenting in a way that maximizes engagement and understanding.

#### As a result of this program, participants will:

1. **Tools:** Get equipped with the six steps to deliver a memorable presentation.
2. **Skills:** Understand the 10 keys for volume and clarity in communication.
3. **Empathy:** Gain an understanding of how your audience best receives content.



# PRAISE

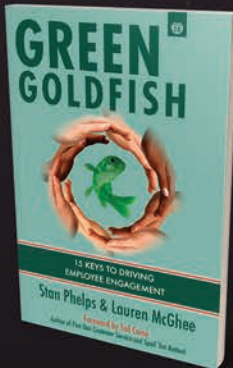
FOR THE PURPLE GOLDFISH SERIES OF BOOKS



## CUSTOMER EXPERIENCE

*"In business you must do something that's above and beyond what's expected... Every business should be asking themselves, 'What's our Purple Goldfish?'"*

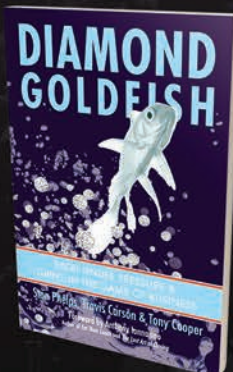
- TONY HSIEH, CEO, ZAPPOS.COM AND AUTHOR, DELIVERING HAPPINESS



## EMPLOYEE ENGAGEMENT

*"Tap into the enormous value of engaged employees by following the 15 ideas that Stan lays out in this book."*

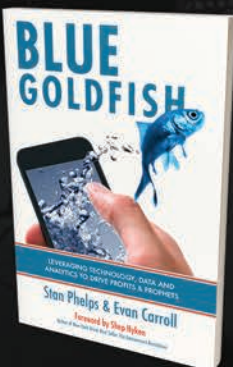
- BRUCE TEMKIN, AUTHOR, THE SIX LAWS OF CUSTOMER EXPERIENCE



## SALES

*"In a clever, practical, tactical, and biological (yes, biological) framework, Diamond Goldfish will help you to recognize four different types of stakeholders you meet with when you are selling. You'll also discover their primary response to pressure, as well as how to best to resolve their concerns."*

- ANTHONY IANNARINO, BEST-SELLING AUTHOR, EAT THEIR LUNCH

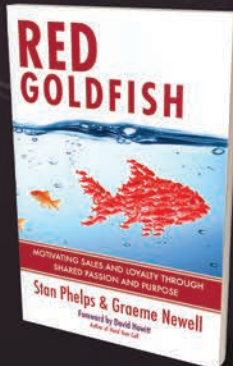


## TECHNOLOGY

*"It is now nearly impossible to succeed in business without harvesting and harnessing customer data. But what data, and how? Blue Goldfish answers these critical questions."*

- JAY BAER, NEW YORK TIMES BEST-SELLING AUTHOR

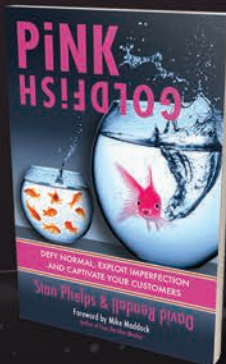




## PURPOSE

*"The book underscores that actions speak louder than words. Businesses need to do the little things—Red Goldfish—to bring purpose to life."*

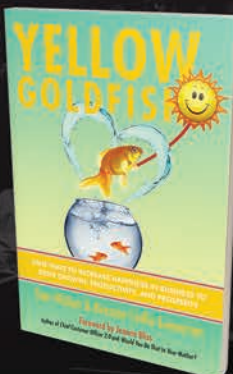
- DAVID HOWITT, AUTHOR, HEED YOUR CALL



## DIFFERENTIATION

*"Leverage your weaknesses into the unique qualities that set you apart. Imagine how you might thrive as the only pink goldfish in the pond."*

- DANIEL PINK, AUTHOR, WHEN AND DRIVE



## HAPPINESS

*"This book can help you and your organization flourish."*

- TAL BEN-SHAHAR PH.D., AUTHOR OF HAPPIER



## LEADERSHIP

*"Stan is the sherpa that guides executives along the journey between the heart and mind of business stakeholders."*

- BRIAN SOLIS, AUTHOR, THE END OF BUSINESS AS USUAL



## BASED ON THE GOLDFISH SERIES OF BOOKS.

We offer workshop modules across 10 different focus areas to help you stand out in a sea of sameness.

Each workshop covers our IDEA methodology: Inquire, Design, Evaluate, and Advance. During the Inquire module, attendees are challenged to learn more about their customers or employees and uncover experience gaps. The Design module challenges attendees to **Think Outside The Bowl™** and develop impactful solutions. The Evaluate and Advance modules cover how to test your ideas, roll out programs out across your organization, and close the loop with measurement.

### EACH PROGRAM IS DESIGNED FOR A **HALF-DAY WORKSHOP**

Many clients will schedule a one- or two-day workshop to cover multiple focus areas at once.

WORKSHOP FOCUS		INQUIRE	DESIGN	EVALUATE	ADVANCE
FUNDAMENTAL	SALES	✓	✓	✓	✓
	HAPPINESS	✓	✓	✓	✓
	PURPOSE	✓	✓	✓	✓
	EMPLOYEES	✓	✓	✓	✓
	CUSTOMERS	✓	✓	✓	✓
	LOYALTY	✓	✓	✓	✓
	LEADERSHIP	✓	✓	✓	✓
SPECIFIC	DIFFERENTIATION	✓	✓	✓	✓
	TECHNOLOGY	✓	✓	✓	✓
	COMMUNICATION	✓	✓	✓	✓



**GOLDFISH TANK** – at the end of a full day workshop, we offer the opportunity to hold an activity called Goldfish Tank. During the activity, Teams present an idea developed during the workshop to a panel of judges and prizes are awarded.



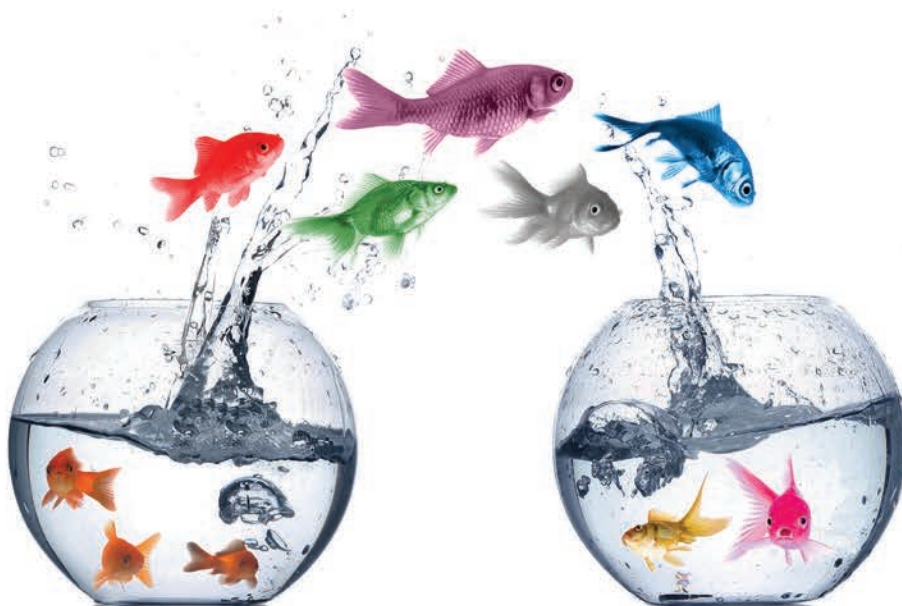






READY FOR  
KEYNOTES AND WORKSHOPS  
THAT DRIVE SALES AND LOYALTY?

# THINK OUTSIDE THE BOWL



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