

Howard Hyden – Speech Introduction

Howard Hyden is nationally recognized as THE expert on Customer Focus. He presents how to dramatically improve employee performance, customer satisfaction and company success by operating your business from the customer's perspective. An experienced business executive and entrepreneur, Howard will encourage you to "play the game at the awesome level" by bringing more value to your customers.

Howard is the President of the Center for Customer Focus. Prior to starting his own company, he was a senior executive for a Fortune 100 computer company. There he gained a reputation as a turn around expert who delivered profits described as "obscene." He did it *not* by focusing on the P & L, but by focusing on the customer, knowing the profits would come by adding value to the customer.

Howard has been a keynote speaker for companies, major associations and organizations, sharing the stage with Tom Peters, Stephen Covey and Tom Hopkins. Howard holds an MBA from Pepperdine University and is a featured author in a book entitled *Conversations On Success*. He is currently writing a book entitled *Add Value or Stay Home*.

Today, Howard's presentation is entitled (INSERT SPEECH TITLE). He prides himself on offering his audiences "golden nuggets" of information. He presents very practical tools and techniques you can take back and implement immediately. So make sure you are ready to take notes. You'll soon see why meeting planners report that he is often rated as *the top* speaker for conferences, seminars and sales meetings.

Get ready to be awesome! Let's welcome Howard Hyden!