



**A provocative, charismatic, entertaining speaker, who takes organizations, teams, and individuals on transformational leadership journeys of greater professional success and personal fulfillment.**

### **Sampling of Sectors & Companies**

#### **Sectors:**

Healthcare, Pharmaceuticals, Technology, Financial Services, Higher Education, Consumer Packaged Goods, Automotive, and Telecom

#### **Companies:**

GSK, Bristol-Myers Squibb, Kaiser-Permanente, Nasdaq, Capital One, Citi, Bank of America, Boeing, Caterpillar, IBM, Maersk, GM, Audi, Deloitte, EY, Virginia Power, Bloomberg, USDA, Unilever, P&G, Marriott, Sprint, AT&T, Coca-Cola, Appian

### **LEADING AND WINNING WITH A CUSTOMER-FIRST MINDSET**

***What could be simpler than the maxim - no customer, no business? Then why is customer-first thinking still a slogan for many organizations?***

P&G's A.G. Lafley, IBM's Lou Gerstner, McDonald's Ray Croc have all stressed the importance of leading and winning with a customer-first mindset - **if you put the customer first, success will be yours.** Yet, despite the simple and profound nature of the message, **putting customers first is still a distant reality.**

**This provocative, insightful, and entertaining keynote is designed to encourage organizations to lead and win with a customer-first mindset. The keynote discusses insightful case studies, and presents simple but powerful tactics and strategies that can be implemented right away, on Monday-Morning, provided the organization has the will.**

**This hard-hitting and entertaining keynote is ideal for:**

- Customer-facing functions: Marketing, Sales, Customer Service
- Customer-support functions, teams, and professionals: Business Development, IT, and Innovation
- Organizational support functions, teams, and professionals - they too have customers, albeit, they are internal

**Three key takeaways for Monday-morning action:**

- Why a customer-first mindset beats hands down product-centric and technology-first mindsets
- Core strategies for leading and winning with a customer-first mindset
- How customer-first operating cultures and mindsets boost corporate reputation and attract top talent

*For deeper learning, the tactics and strategies for leading and winning with a customer-first mindset can also be delivered through training and coaching programs, and through facilitated workshops.*

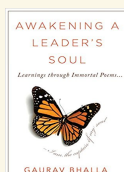
### **Awards & Testimonials**



**Global Executive Education Specialist of the Year 2016 Award**

"Gaurav is one of the most engaging speakers I've seen ... and I've seen quite a few... This man delivers. You'll be glad you brought him in, and your team will thank you."

"Gaurav takes the time to truly understand your business's unique needs and challenges before he presents. His personalized approach to the topic at hand and how it related to our market and challenges was exceptional. Your team will thank you for booking Gaurav."



**GauravBhalla**  
Inspiring Soulful Leadership™ Journeys

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