



Visionary
Best-selling Author
Communicator
Practitioner
Researcher



Visionary of Choice

Visionary of Choice for...

IBM, Walt Disney, Bank of America, Wal-Mart, Novartis, JPMorgan Chase, WH Smith, Thomas Cook Travel, BP, Abercrombie & Fitch, AT&T, BMW, Four Seasons Hotels, GAP, Hallmark, Ritz-Carlton, Lexus, Land Rover, Oracle, Porsche, Wells Fargo, The Economist, BBC, Verizon Wireless, Financial Times, NPR, National Restaurant News, Travel Agents Association, Kettering Medical Center

Voted Best Speaker

Largest Banking Conference in the World

"This guy must have felt like Gandhi at a Soldier of Fortune rally. But he was factual, he was blunt, and he hit it right on the screws, as we say on the golf course. For my money, the best presentation of the week" Compared with 54 speakers including keynotes from Richard Branson (Virgin) and Lou Gerstner (ex-IBM CEO)

Latest Best-Seller

"Customers Are People - The Human Touch"

Endorsed:



FOCUS AREA

- Leadership
- HR/Associate
- Customer Focus
- Sales & Marketing
- Customer Service
- Techno./Internet

Most Requested:

Leadership/Associate/Customer Profit Chain:

- 70% of the Customer's decision to buy is based on how they are treated as people
- 80% of how associates treat customers is determined by how they are treated

"John's keynote was clearly the high point of the conference" - Delegate

"He was excellent. He received the best grades for content and presentation. Nobody ever scored that high." - Conference Coordinator

"John's speaking style is best described as "Sobering, Intoxicating, Stout, Eye opening..."

"John's writing style is utterly riveting and very surprising" Amazon.com

johnmckean.com