

Brad Rex, leader of Disney's Epcot Theme Park after 9/11 and former Chief Customer Officer, Hilton Grand Vacations Presents

SAVE and improve performance with a cost-effective tailored in-house course. Email reg@wcbf.com or call +1 800-959-6549 for details

Building a World-Class Guest Service Organization



Personally presented by Brad Rex, leader of Disney's Epcot Theme Park after 9/11 for the Walt Disney World Resort for Five Years.

Brad has first-hand experience creating outstanding customer service in various demanding environments.

This course is practical and applies to anyone.

World-class companies provide world-class customer service, and get world-class results

Course Objective:

There is a direct correlation between organization success and great Guest service. Think about the companies that excel long-term in their industries—Disney, Southwest Airlines, and Apple, to name a few. All provide exceptional customer service and gain high customer loyalty. They know the benefits of the virtuous customer service cycle and how to use it to achieve revenue growth, higher margins and sustained profitability. You will learn their methods and how to create a world-class Guest service organization for your company that increases sales, reduces marketing and sales costs, and improves income. You will also be challenged in your personal leadership, gaining the knowledge to become a premier leader in world-class customer service.

Course Aims:

This course provides a comprehensive, detailed approach to building a world-class service organization. It begins with personal leadership excellence, then describes how to inspire front-line team members to service brilliance by cultural change and optimized labor management. Beyond just building guest loyalty, this workshop details how to maximize revenue through employee engagement, and prepare for the customer of the future. Unlike some programs that focus on academic learnings and observed behaviors, this workshop is taught by an "in the trenches" proven leader who has first hand experience creating outstanding customer service in various demanding environments.

Key Benefits:

Participants will leave the workshop with the strategies and tactics necessary to create outstanding customer service interactions throughout their organizations. You will learn:

- How to enhance your leadership to inspire your team members to great Guest service
- How to implement the Ideal Labor Management Program™ to ensure the right number of employees at the right time at the right place to provide exceptional service, while minimizing labor costs
- How to recruit, select and train team members that excel in customer service
- How to create a culture that motivates great performance
- How to increase revenue through customized service
- How to create incentive systems that reward great service at low cost
- How to increase revenue and new product offerings through frontline engagement
- How to prepare your company today to serve the customers of tomorrow

I liked Brad's business background, his problem-solving and critical thinking skills, and his demonstrated talent for inspiring and leading teams. We familiarized him with the technical aspects of park operations through a cross-training program and then turned him loose. Over the next five years he led Epcot to new highs in Cast satisfaction, Guest satisfaction, and business results. And, in the difficult period after 9/11, Brad's background in finance and labor management helped us control costs and keep the Cast focused on great Guest service. Lee Cockerell, former EVP Walt Disney World Operations as quoted in Lee's book, Creating Magic, Page 89.

Available Course Dates 2012/2013	June 26-27, 2012	NYC	April 8-9, 2013	NYC	October 21-22, 2013	NYC
	September 24-25, 2012	Chicago	May 14-15, 2013	Dallas		
	October 15-16, 2012	NYC	June 10-11, 2013	NYC		

HOW TO REGISTER

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Email: reg@wcbf.com Register Online: www.wcbfmd.com/bradrex

BRING YOUR TEAM AND SAVE 25% - see back page

Why Is This Course Unique?

Unlike some programs that focus on academic learnings and observed behaviors, this workshop is taught by an "in the trenches" proven leader who has first hand experience creating outstanding customer service in various demanding environments. You are not taught by a facilitator, but by Brad Rex himself.

Brad has achieved record levels of Guest satisfaction at Disney's Epcot theme park and Hilton's Grand Vacation resorts, while increasing revenue and reducing costs. He shares the secrets of the best customer service organizations in an interactive, fun learning environment.

Brad provides strategic insight and tactical plans, with practical ideas you can take back to your organization and implement immediately to achieve world-class Guest service

Agenda at a Glance

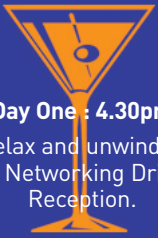
Day One		Day Two	
8:30-10:00am	Leading a World Class Service (WCS) Organization	9:30-10:00am	Maximum Engagement=Maximum Revenue
10:00-10:30am	AM break	10:30-11:00am	AM break
10:30-12:00pm	The Virtuous Customer Service Cycle and How to Achieve It	11:00-12:00pm	Preparing for the Customer of Tomorrow
12:00-1:30pm	Networking	12:00-1:00pm	Networking
1:30-3:00pm	Creating a Culture of World Class Service		
3:00-3:30pm	PM Break		
3:30-4:30pm	The Ideal Labor Management Program		
4:30pm	Networking & Drinks Reception		

Booking Signing and FREE Takeaways



Receive a course manual and a free copy of Brad's new book!

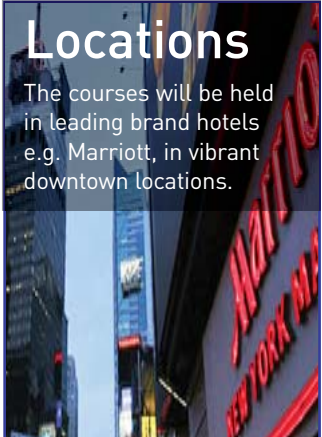
Gala Networking Reception



Day One : 4.30pm
Relax and unwind at the Networking Drinks Reception.

Locations

The courses will be held in leading brand hotels e.g. Marriott, in vibrant downtown locations.



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Building a World-Class Guest Service Organization Agenda

Day One: 8.30am to 4.30pm & Day Two: 9.30am to 12.30pm

■ Leading a World Class Service (WCS) Organization

- Understand the link between leadership excellence and service excellence
- Find out how to build Competence, Commitment, Character and Compassion in yourself and others
- Learn the specific behaviors of WCS leaders
- Get 15 specific ideas you can use immediately to boost your leadership

■ The Virtuous Customer Service Cycle and How to Achieve It

- Find out how smart companies use outstanding customer service as a key growth strategy
- Learn the four elements of Great Guest Service
- Evaluate your company's service using the Guest Experience Cycle
- Learn the Best Question Ever that will help your Guest service Excel Beyond Measure™
- Learn how to transform harsh critics into raving fans

■ Creating a Culture of World Class Service

- Find out how to create and communicate a vision of WCS
- Integrate your HR, Operations, IT, M&S and Finance to create WCS
- Recruit, Select, Hire and Train your leaders and employees for WCS
- Motivate and Reward WCS with high benefits at low cost

■ The Ideal Labor Management Program

- Find out how you can improve Guest service while reducing labor costs
- Learn the 6 steps of the Ideal Labor Management Process
- Get specific tactics to optimize your labor dollars
- Gain more flexibility in labor scheduling to ensure you have the right number of people at the right time at the right place to serve your customers

■ Maximum Engagement = Maximum Revenue

- How to make everyone a salesperson
- Find out how to tap your front-line expertise to create new, profitable offerings
- Get actionable ideas from customers using the Best Question Ever

■ Preparing for the Customer of Tomorrow

- Learn why diversity and inclusion is critical for future business success
- Find out how to create diverse thinkers and doers on a large scale
- Learn the secrets of how Epcot theme park won Walt Disney World's highest award for diversity and inclusion
- Hear practical ways to lead diverse teams to excellence

How attendees will benefit

Participants will learn how to:

- Propel their organization's customer service from ordinary to extraordinary
- Set yourself apart as an exceptional Guest service leader
- Dramatically improve your company's profitability through fanatical Guest loyalty and referrals
- Apply the secrets of the best customer service organizations to your benefit
- Leave your competitors in the dust by building a world-class Guest service organization

Who should be attending

The workshop is designed for senior leaders in service firms and companies dependent on exceeding the expectations of their B2C and B2B customers. Industries include hospitals and health care, hospitality and travel, retail, technology, internet, financial services and insurance, telecommunications and non-profits. Marketing, operations, human resource, strategy and financial executives will benefit from attending.

Specific titles may include:

- Chief Executive Officers or Presidents
- Chief Operating or Customer Officers
- Chief HR or People Officers
- Chief Marketing and Sales Officers
- Customer Service/Experience executives
- Quality executives and managers
- Hospital administrators seeking to raise HCAHPS scores
- Professionals who want to create a world-class service organization

Multiple participants from a company are recommended to maximize the benefits of this workshop.

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Your Course Leader

Brad Rex “Fun Facts”

- Brad has a very “eclectic” background.
- He is originally from Gladwyne, Pennsylvania—outside Philadelphia.
- He attended the United States Naval Academy, where he was a Trident Scholar and graduated fifth in his class.
- He was a nuclear submarine officer, onboard a ballistic missile submarine. He did five patrols of 70 days each, so he has spent a year of his life underwater.
- Brad then attended Harvard Business School, graduating in the top 10 percent of his class.
- He joined the British Petroleum Company, working at their offices in Cleveland and London. He had five different jobs there in six years, including BP Finance, leading an oil trading group during the first Gulf War, being on the CEO’s staff during the turn around of BP in the early 1990’s, and selling resin for plastic bottles for BP Chemicals.
- Brad left BP in 1994, joining the Walt Disney Company in Orlando. He led the financial and strategic planning for Disney Parks and Resorts, as well as new business development, for six years. His team did the negotiations and agreement for Hong Kong Disneyland.
- He then switched to Operations in 2000, and completed 400 hours of in-costume training in fifty different hourly roles and locations across Walt Disney World. These roles varied from Custodial and Housekeeping to Quick Service Restaurants, Merchandise, Wastewater Treatment Plant, Entertainment, Attractions and Vacation Planner.
- He was named to lead Epcot theme park in August, 2001, and his first full week at Epcot started on September 10th, the day before September 11th.
- Brad was at Epcot for 5 ½ years, overseeing the addition of four major attractions and a return to record attendance and profitability.
- In 2007, Brad joined Hilton Grand Vacations, the timeshare division of Hilton Hotels, as their Executive Vice President and Chief Customer Officer, where he led their 25 properties and the HGV Club exchange operation.
- In January 2009, Brad left Hilton and is currently Chief Executive Officer of TBRG, LLC, a management consulting company focused on creating outstanding guest service, high operational efficiency and successful growth strategies.
- Brad is a public speaker, with engagements at Disney leadership conferences, Florida Hospital, the Rosen School of Hospitality, Lifework Leadership, Simpson University, and the New York City Leadership Center. Topics include leadership (Top 1% Leadership: 15 Practical Ways to Reach the Peak); customer service (The Virtuous Customer Service Cycle And How To Achieve It); diversity (Building A Home For Diversity); humility (Humble Success); and, generosity (Radical, Rational Generosity).
- He has been referenced in several books, including Lee Cockerell’s Creating Magic, Michael Lindsay’s Faith in the Halls of Power, and an endorsement of Chad Emerson’s Project Future: The Inside Story Behind the Creation of Disney World.



Brad Rex is Chief Executive Officer of The Brad Rex Group, LLC, a management consulting company focused on creating outstanding guest service, high operational efficiency and successful growth strategies.

Brad previously served as Executive Vice President, Chief Customer Officer for Hilton Grand Vacations, the vacation ownership division of Hilton Hotels Corporation. He led Disney’s Epcot theme park for six years prior to joining Hilton Grand Vacations. Brad took over at Epcot on September 10, 2001 and led the park through the aftermath of 9/11. He spent 12 years at Disney, including leading the strategic and financial planning for Disney Parks and Resorts.

His professional history is also highlighted by a series of pivotal Marketing, Sales and Financial roles with The British Petroleum Company, PLC, throughout the United States and in London, England.

Education and Professional Recognition

Brad is a graduate of the United States Naval Academy, where he earned a Bachelor of Science Degree, with distinction. He served as a Nuclear Submarine Engineering Officer onboard USS ANDREW JACKSON, a ballistic missile submarine, during his five years of service with the United States Navy.

He also holds a Masters Degree in Business Administration with distinction from the Harvard Graduate School of Business.

Volunteer Organizations

Brad has served in a number of volunteer organizations, including former Chairman, Greater Orlando Leadership Foundation/Lifework Leadership; Treasurer, Florida Hospital Cardiovascular Board; Elder, Discovery Church and Board Member, K-Life Orlando and Orlando Regional Director, Men at the Cross.

Personal

Brad has been married to his wife, Nancy, for 30 years. They have a son, James, 20, who attends Wake Forest University, and twin daughters, Monica and Natalie, 17, who attend Olympia High School. Brad’s hometown is Gladwyne, PA.

Little Known Facts about Brad

Prior to the popularity of the television program, Undercover Boss, Brad completed over 400 hours of in-costume, hourly frontline training in fifty different roles and locations across Walt Disney World. He hauled trash at the Magic Kingdom, cleaned the broiler at quick service restaurants, sold tickets as a Vacation Planner, made beds at the Grand Floridian and rode on top of the Tower of Terror elevator to do night-time maintenance.

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Testimonials

New Highs in Cast Satisfaction, Guest Satisfaction and Business Results at Epcot

I liked Brad's business background, his problem-solving and critical thinking skills, and his demonstrated talent for inspiring and leading teams. We familiarized him with the technical aspects of park operations through a cross-training program and then turned him loose. Over the next five years he led Epcot to new highs in Cast satisfaction, Guest satisfaction, and business results. And, in the difficult period after 9/11, Brad's background in finance and labor management helped us control costs and keep the Cast focused on great Guest service.

Lee Cockerell, former EVP Walt Disney World Operations,
as quoted in Lee's book, *Creating Magic*, page 89,
www.leecockerell.com

Most Popular Speaker. Inspiring. Practical. Powerful. Engaging.

I oversee the booking of over 100 speaker engagements annually, and Brad is one of our most popular speakers. Business leaders want his inspiring stories and practical ideas from leading at high levels in Disney and Hilton. I highly recommend Brad for any organization seeking powerful, engaging messages that challenge leaders to achieve their highest potential.

Steven French, President, Lifework Leadership, www.lifeworkleadership.org

One of the Finest Leaders. Great Coach and Teacher. Wise Counsel.

I reported directly to Brad Rex while at The Walt Disney Company. He is absolutely one of the finest leaders that I have ever had the pleasure of getting to know. He is very bright, versatile, personable and has tremendous integrity. He seems to always get great results the right way. He really knows how to build a team. He is a great coach and his subordinates know that he really cares about them as individuals and takes great pride in seeing others succeed. Brad is best described as a teacher. He maximizes this ability in his roles as CEO, public speaker, author and mentor to many. He is a great family man and a real role model. I am one of many who continue to benefit from Brad's very wise counsel. He is always a great asset regardless of the situation.

Jim Lewis, President, Disney Vacation Club

Net Income Up 85%. Record Guest Satisfaction and Team Morale.

Brad was my EVP, Chief Customer Officer responsible for all our resorts and Club. He quickly turned around the operation, hired great people, instilled financial discipline and developed new revenue streams. Net income for his areas increased 85% in less than two years, and HGV achieved record Guest satisfaction and Team Member morale. Brad's leadership and expertise will add significant value to any organization.

Antoine Dagot, President and CEO, Hilton Grand Vacations

On Target Message. Informative. Articulate. Humor and Humility.

Brad Rex exceeded our expectations when he spoke to an auditorium full of leaders at our annual community business luncheon. Feedback from the audience was enthusiastic, positive and supportive. Brad's message was on target for our audience, informative and articulate, and it was delivered with appropriate amounts of humor and humility. In considering how well a speaker meets our needs, we often consider the question "would we have them back again?". In Brad's case, that answer is a resounding "YES".

Brad Williams, EVP and Treasurer, CFO, Simpson University, www.simpsonu.edu

A Favorite Among Elite Speakers. Engaging. Compelling. A Memorable Experience.

Brad is an excellent communicator, and was rated on our survey as one of the favorites among an elite group of speakers and trainers. Brad's engaging style and compelling content made for a memorable experience for all who participated in The Leadership Fellows Program. The true evidence of his leadership is that many followed his advice and changed their strategies as a result of his insights.

Dee Ann Boyd, Director of Leadership Performance, The New York City Leadership Center, www.nycladership.com

An Incredible Leadership Style. An Amazing Background of Experiences. Tremendous Competency. eCommerce Sponsor.

Brad Rex was the perfect choice to become Chief Customer Officer at Hilton Grand Vacations, at the time the fastest growing unit of Hilton Worldwide and with operations and customers spanning the globe. Brad demonstrates an incredible leadership style, is able to draw upon an amazing background of experiences, and has tremendous competency in a broad range of mission-critical subject matter. Among the many contributions I directly observed, he oversaw a complete restructuring of our club organization -- the critical linchpin between the company and hundreds of thousands of high-value customers -- and this accomplished the seemingly impossible goal of both improving customer satisfaction while concurrently bringing needed efficiencies and margin improvements to the front- & back-office servicing functions.

Brad was also a primary business sponsor for the redesign of our customer-facing web site functionality, driving this project forward during a period of reduced investment and competition for resources. However, this project's success, despite daunting challenges, substantially improved the online user experience and led to more rapid customer adoption of self-service commerce tools, yielding important gains for customer and shareholder alike. On a personal level, Brad Rex is among the most respected and accomplished executives I have met, and I look up to him as a professional. I learned much from merely observing how he conducted himself and how he leads, and I'm better for having had the experience and opportunity.

William J. Brown, Director, E-Commerce Strategy, Hilton Hotels Corporation

