

## Steve Simpson

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### *International Speaker, Author and Change Agent on Workplace Culture and Customer Service*

Steve Simpson is an international speaker, consultant and author.

UK based e-Customer Service World have described him as 'Australia's leading corporate culture authority'. SOCAP in Europe have described Steve as the 'leading Australian Customer Care Guru'.



Steve is the creator of the globally acclaimed UGRs (Unwritten Ground Rules) concept - used by organisations to understand and strategically improve workplace cultures.

Steve helps teams gain advantage from outstanding customer service - assisting organisations to go beyond the traditional customer service marketing cliches to a point where a genuine commitment to service becomes part of the fabric of the organisation.

Another unique talent is his ability to help leaders craft workplace cultures that create distinct and lasting competitive advantage. Typically, Steve will share his insights through the lens of his UGRs concept that has been acclaimed as a breakthrough in understanding and improving workplace cultures.

### ***Steve Simpson speaks about:***

**Leading corporate cultures: introducing UGRs** - Culture is the number one issue for the world's business leaders according to the latest Deloitte Global Capital Human Trends Report. Steve shares his concept of UGRs - unwritten ground rules - and how these constitute an organisation's culture. Most importantly, Steve shows how the UGRs concept can be used to transform cultures and performance

**Leading the customer experience** - Underpinning every move to improve customer service is the organisation's culture. Steve shows how to ensure customer service initiatives reap maximum benefits by getting the culture right. Steve also shows how the customer experience can be transformed by application of a range of unique initiatives.

**Leading change** - It's not uncommon for change initiatives to fail to achieve their pre-defined

goals. The most common reason? The organisation's culture. Steve shows how cultures can be transformed from being change resistant to a place where people embrace change.

**Leading safety** - A great deal has been invested into ensuring people conform to safe work practices. Yet despite these investments, safety breaches occur all too often. Steve shows how UGRs impact on safety, and what can be done to lock in a genuine safety oriented culture

**Leading teams** - When a team genuinely performs as a team, magic things can happen. But too often, teams are bedevilled by issues that diminish performance. Even apparently happy teams can be undermined by issues that impact on them, their leaders and their customers. This presentation by Steve shows how teams can transform to realise their true potential.

## Client testimonials

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“ However I must also admit that such a valuable and relevant message could not have possibly come across the great audience at this master class presentation with such conviction had it not been for the extremely energising and lively presentation that you gave. You managed to engage the audience from the very start till the very end and it was actually quite sad to realise that the time was up!

- *Expekt.com Ltd*

“ We had Steve speak on cultural change a year ago in London and he went down an absolute storm. People LOVED him and I very much enjoyed working with him...he was very professional, conscientious and amiable. His 'thing' is what he has termed the Unwritten Ground Rules of organisations and he gives people a blueprint of how to tap into what is really going on in an organisation in order to achieve effective change....

- *CPID, UK*

“ At this year's HDO Conference in Las Vegas, I had the opportunity to attend Steve Simpson's presentation on UGRs. His presentation was a highlight of the conference. Steve's sense of humour, credibility, and subject matter gave me pages of notes to use in my own consulting and training. I would recommend Steve top anyone who needs to better understand the complicated, vital and often mis-understood world of corporate culture.

- *Kuni BMW-Cadillac-Saab*

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