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### Lead with the Yin, Manage with the Yang

A Gallup study revealed that 89% of employers believe that workers leave their company for more money. In reality, a mere 12% of workers actually leave for more money.

Leaders want to be running efficient, productive, and profitable businesses, however pushing, driving, demanding from their workforce constant results with too much emphasis on productivity will kill their brand and reputation.

Business leaders must bring more care into what they do; 21st century leaders will lead with the Yin bringing more compassionate, better communication, supporting, engaging and inspiring their people and manage with the Yang to achieve thriving balanced business.

We are entering a new era. It is the time to start evolving into the next phase of higher consciousness, where businesses must be accountable for their people and their environment. I will share with the audience the core principles to apply to being a Caring Leader enhancing their environment, increasing their employees' engagement and customer loyalty.

### How to lose your customers' love in 5 simple steps

Figures show that 9% of customers will stop buying from you because of your price, 14% because of their dissatisfaction and an astonishing 68% leaving because they perceived indifference from their favorite businesses.

Can you really afford to take your loyal customers for granted? Businesses must love their customers, all of their customers: the Advocates, the Apathetics and the Saboteurs.

In this realistic presentation I will show you what you shouldn't be doing to unsure you keep your customer buying from you, returning to you and recommending you.

# KEYNOTE

## SPEAKER TOPICS

### Engaged employees drive Customer Loyalty

Engaged, inspired, cared for employees feel good and they don't just serve customers but they truly care about doing what is right for them and THAT IS what will increase customer loyalty, ultimately your bottom line.

According to a Gallup poll, a staggering 63% of employees said they are not engaged at work, compared to only 13% which are. And 24% are 'actively disengaged', indicating they are unhappy and unproductive at work and liable to spread negativity to coworkers.

Do you want to know the secret of success? putting your people first... Discover practical ways to get your employees buzzed up, enhancing their working environment, showing them that you care will increase their performances ultimately your customer loyalty. Happy Employees, happy customers, happy bottom line.

### Designing environments to impact human care

Your business will only differentiate itself and add value for its customers by focussing on the highest levels of the "emotional drivers" of customer satisfaction.

Let's take a look at your environment and create Sensorial experiences with harmonious workplaces, retail spaces, hospitality environments by making simple but powerful changes which will increase your employees' productivity, wellbeing, reduce sickness, churn, and so many more benefits for your people.

Leaving your customers with positive, trusting feelings toward your business, increase their loyalty and your brand awareness, ultimately impact human care.

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