



PROFESSIONAL Speaker's Profile

RON KAUFMAN

Uplifting the Spirit of Service Worldwide!



Ron Kaufman is the world's leading educator and motivator for uplifting customer service and superior service cultures.

He is one of the most entertaining speakers and innovative curriculum designers to enter the service education industry worldwide, providing clients with upbeat yet practical education through keynote speeches, interactive workshops, **teambuilding programs, management retreats, conference games** and customized curriculum.

Ron is author of the #1 bestselling book, "**UP Your Service! Strategies and Action Steps to Delight Your Customers NOW!**", "**UP Your Service INSIGHTS True Stories of Winners and Losers in the Quest for Superior Service**" and, "**UP Your Service GREAT IDEAS Tools, Tips and Proven Techniques to Lift Your Service Higher.**" He is also the author of eleven books in the inspirational "**Lift Me UP!**" pocketbook series.

Ron was first invited to Asia in 1990 by Singapore Airlines to help create and launch a national service quality training facility.

In 2006, Ron launched "UP Your Service! College" to help organizations "Build a Superior Service Culture for Sustainable Competitive Advantage", and to help individuals "Build a Superior Service Mindset for Immediate Career Advantage". The College program includes a suite of video-driven courseware with customized exercises, certified in-house Course Leaders and culture-building application toolkits. College clients now include government agencies and multi-nationals in every major industry sector.

Through his websites UpYourService.com and RonKaufman.com, Ron provides a range of free articles, video and audio segments and an award-winning monthly newsletter "UP Your Service!"

Ron's unique approaches to learning and leadership include history-making events on the Great Wall of China, the Capitol Mall in Washington DC, and at St. Basil's Cathedral in Moscow's Red Square. His activities have been featured in LIFE Magazine, the New York Times and on TV.

With many years of professional speaking and training experience in countries around the world, Ron's clients include multi-national corporations, local firms and government agencies in the fields of high technology, financial services, medical services, manufacturing, retailing, hospitality, entertainment, transportation and public recreation.

Ron is a graduate of Brown University, USA with post-graduate studies in France, London and Berkeley, California. He is a professional member of the Author's Guild and International Federation of Professional Speakers.

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What others say about Ron Kaufman

Mark Victor Hansen Co-author, Best Selling Chicken Soup for the Soul

“Ron Kaufman gets my vote as the best of the best Customer Service writer, thinker and presenter in the world today.”

SAP Software

“Hi Ron, The evaluation was a tabulation of scores based on presentation, speaker and content. You scored one of the highest with 9.5 out of 10 for all three categories. You gave a great presentation.”

Prudential Corporation Asia

“Ron Kaufman is an original and passionate trainer, with special insights into how we should delight our customers. He has been working with us for many years, and he has never disappointed in terms of impact, value and relevance. Ron stands heads and shoulders above many trainers we see nowadays... he is genuinely a master trainer!”

United Overseas Bank

“It was great learning from you the art of Writing Back! at the York Hotel. I have implemented your teachings to my daily work environment and guess what? The customers have been very positive with my replies! Thank You.”

Seagate Technologies

“Ron, As always, your session was fantastic. Our team was greatly impressed and highly charged by your message. Many of your terms were frequently used during our subsequent sessions. It was great to have you started off. Hope to have you around the next time.”

American International Assurance

“It has been our pleasure to work with Ron Kaufman for both staff and agents. In all cases, Ron has been exceptionally well received for both the excitement he generates and the enlightenment he imparts. His energy is infectious and the lessons contained are practical and effective. Without question, we recommend Ron Kaufman.”

National Computer Board

“I enjoyed your presentation a lot yesterday. I must say that you have been able to bring across the key points in a very concise and entertaining manner.”

Hewlett-Packard

“Hello Ron-- You were fantastic. It was a good way to start the last morning of a 3-day long training. Hope to see you in other forums on other inspirational topics.”

IBM

“Ron, I would like to thank you for your creativity in getting us to enjoy Friday's session. Most importantly, this is a very effective learning process and it will help us to consciously apply what we have learned to make IBM an enjoyable and successful organisation to work for. Thanks and keep in touch.”