
DARBY CHECKETTS

Darby Checketts is the author of fifteen books. He is best known for *Customer Astonishment: 10 Secrets to World-Class Customer Care* and *Leverage: How to Create Your Own Tipping Points in Business and in Life*. His clients look to him to support cultural transformation in terms of building a “Culture of Service Excellence” within their organizations. He has worked with over 300 client organizations in 27 countries around the world. He delivers keynotes and coaching, and he conducts leadership briefings, training workshops, and employee rallies. He assists many of his clients as they implement a program of *Customer Champion* professional certification. ♦ **Please Note:** Darby will be pleased to have a telephone conference with you and your leadership team to learn of your customer-focused goals and commitments. You will gain a preview of the core concepts he teaches and a clear sense of the level of energy he will bring to your upcoming conference or organizational effectiveness project. Please telephone **866-654-0811**.



Darby's Most Popular Keynote Topics Are...

- **Customer Astonishment:** The Commitment to World-Class Customer Care
 - **The Astonishing Leader:** The Keys to Operational and Organizational Excellence
 - **Leverage:** Create Your Own “Tipping Points” in Business and in Life
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Darby's Mission and Motive...

“Over the years, I have served as a consultant in the “organizational” skill areas of leadership, communication, team building, and customer service. My early client projects demonstrated that *the crowning achievement in any business is customer loyalty*. The reason we lead, communicate, build strong teams, and do all the other ‘operational’ things we do is to create an experience that cements a positive relationship with each of our customers. If customers feel ‘brand loyalty,’ we must have done the other things well. The focus on *Customer Astonishment* is a catalyst for cultural change that is of unquestioned importance. All eyes look outward to realize that the impact we have on customers is the top priority to ensure business success and personal prosperity.” – *Darby Checketts*



Among the organizations Darby Checketts has been privileged to serve over the years are...

Mercury Insurance Group, Intel, Gulfstream Aerospace, Duke Energy, AT&T, Intermountain Healthcare, Arizona Public Service, Abbott Labs (Ross Products), Motorola, BlueCross BlueShield of Arizona, MSS Technologies, U.S. Veterans Affairs and other federal agencies, Rio Salado Community College and other leading colleges and universities.

Testimonials...

“Darby Checketts has amplified our spirit and understanding of Service Excellence through his teachings and strategic vision. He has helped our leadership team to grow a culture of ‘Customer Astonishment’ within our company.”

Melissa Eaton, Mercury Insurance Group

“I cannot think of any other training, program, or activity MSS has undertaken that evoked the number of positive comments from my professionals. I want to thank you for the interest you have shown in the achievement of our goals.”

Michael Hawksworth, MSS Technologies

“For 25 years, I have searched for the one thing that would truly inspire my team, focus our efforts, and become much more than the ‘flavor of the month.’ Darby’s message was the catalyst for change, both for me and my team.”

Jody Mitchell, Duke Energy

To learn more about Darby Checketts’ availability to participate in your upcoming management retreat or leadership conference, please contact...

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