



# SUSAN BROOKS

**International Speaker | Entrepreneur  
Change Agent | Author**

Susan Brooks is a 'cultural provocateur.' From building her leadership program in China to elevating the tourism experience in Aruba, Susan knows how to engage with actionable take-aways that allows for immediate implementation.

Susan has a no-nonsense, right-between-the-eyes approach that turns organizational cultures around so they intentionally focus and tune-in to both their customers and team. She is a gifted messenger who delivers big ideas and customized perspectives to clients and audiences around the world.

**As an innovative, award-winning entrepreneur, Susan built a 30-year, multi-million dollar business (and sold it!).**

**Susan's experience, enthusiasm, and intellectual spark deliver results!**

## SUSAN'S MOST REQUESTED TOPICS:



### **Serves You Right!®: The Ultimate Customer Experience**

Loyalty is the battleground for brands today! How your customers experience your brand is your differentiator. This program teaches you how to convert customers into steadfast champions.



### **She Rises... Progress, Power, and Purpose**

Honoring our foremothers, celebrating progress and power of today's strength, this is our moment! We now have a seat at the table. The question is what are you going to do with this opportunity? What would YOU do if you were brave today?



### **Career Jumpers: How Organizations Avoid a Talent Free-Fall**

While low unemployment is positive for employees, organizations MUST focus on retention of talent. Time to pack your organization's parachute with a retention strategy for talent to experience extreme engagement!

**"Today's leaders must be innovative thinkers that are brave enough to explore new ways of working to better serve their customers and team. Original in their problem solving, they must be bold in their decision-making, recognizing the value of collaborative team building, blazing trails ahead of trends."**

*- Susan L. Brooks*

**Customized Keynotes • Trainings • Workshops • Coaching • Licensed Programs**

### Sample of Clients

- American Express
- Salvation Army
- OR Manager Conference
- College of Optometry University of Houston
- City of Richmond Police Department
- Sonora Quest Laboratories
- Baptist Hospital of Miami
- Arizona Governor's Conference on Tourism
- American Healthcare Radiology Administrators Conference
- Arizona Society for Human Resources Management Conference
- Working Woman Entrepreneurial Excellence Awards Conference
- Scottsdale Chamber of Commerce
- Western Association of Convention and Visitors Bureaus



**For more information and to book Susan,  
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