



# Paul J. Burke

***Passionate Keynote Speaker  
& Executive Advisor***



## Presentation

### **Creating Your Game Changing Customer Experience**

#### **Presentation Description**

Every business operates in a competitive environment. To succeed we need to be intentional about how we retain and grow our current clients and continue to bring in new clients on a regular basis. We also must make sure we are gaining and retaining the right clients for our business. A great client experience reflects your organizations culture and requires activation at all levels of your organization.

#### **What Makes This Presenter Unique?**

Paul has over 30 years of sales and marketing leadership managing local, corporate, and global teams. He has also been an entrepreneur; owning, leading, and successfully exiting several businesses. Paul enjoys working with entrepreneurs and leadership teams as a teacher, facilitator, and coach, helping them get more out of their business and work life, ***"Putting the fun back into dysfunctional."***

Serving as an Officer in the U.S. Army and as a Company Commander during Operation Desert Storm, he learned the value of great leadership, teamwork, and the critical importance of execution. Without those elements all the best plans in the world become just words on a page.

Paul has a Bachelor of Science degree in Business & Speech Communication from the University of Minnesota and a Master of Business Administration in Entrepreneurial Management from the University of Dallas.

## Actionable Takeaways

1. Identify your ideal customer.
2. Steps to design and communicate your customer journey.
3. Create an effective and efficient communication strategy.
4. How to empower your team to serve your customers.

## Testimonials

**Barb Lau, Executive Director  
Association of Women Contractors.**

★★★★★

*"Paul has presented on multiple topics to groups within the Association. The feedback is always positive, and attendees look forward to his next program. I recommend Paul as a facilitator, educator, and leader."*

**Tom Florian, Sr. Director  
West Des Moines Chamber**

★★★★★

*"Paul put the focus on the goal of helping each attendee in the room to find at least one actionable thing that could help their business improve - this was very much appreciated."*

**Adam Hanson, President  
Associated Builders & Contractors of MN/ND**

★★★★★

*"Paul brings humor, stories, and a rich history to each event we invite him to - all while giving attendees and participants positive takeaways that help us in our personal and professional lives. We can't wait to have Paul back at our next event!"*

## Contact

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