



CAPITOL CITY SPEAKERS BUREAU

We help you thrill your audience!



Barbara Glanz

Travels from: Florida

Fee Range: \$7,501 - \$10,000

Barbara Glanz, CSP, "The Employee Motivation Expert," works with organizations that want to improve morale, retention and service and with people who want to rediscover the joy in their work and in their lives. She is the author of eleven best-selling "how-to" books.

In 1988, Barbara became a contract trainer for The Grammar Group and did a two-day seminar on the English language in Fortune 500 companies around the country. Soon, she was asked to become the Manager of Training, and later Director of Quality in Training, for Kaset International, a Times Mirror company dedicated to enhancing customer service in organizations around the world. While with Kaset, she helped design their facilitator certification process, grew the training staff from 11 to 44, contributed to many of their developing programs and began to speak to large groups at their executive conferences and for client meetings. In 1993 she wrote her first book, *The Creative Communicator-399 Ways to Make Your Business Communications Meaningful and Inspiring*, and in 1994 she wrote *Building Customer Loyalty-How YOU Can Help Keep Customers Returning*.

In 2002, *Handle with CARE-Motivating and Retaining Employees* was published, a book based on research with over 1,200 non-management employees, asking them what their supervisor or manager could do to help them do their best work. In May of 2003, she finished *Balancing Acts-More Than 250 Guiltfree, Creative ideas to Blend Your Work and Your Life*, a book focused on Work/Life balance. In July 2005, she co-authored a book with Ken Blanchard titled *The Simple Truths of Service - Inspired By Johnny the Bagger*, based on her signature story about a young man with Down Syndrome who completely changed the culture in the grocery store where he was employed. This book has sold over 250,000 copies and has been used by McDonald's to train their managers worldwide!

Barbara's book on how to help the friends and family of persons who are grieving, titled *What Can I Do? Ideas to Help Those Who Have Experienced Loss*, was released in early 2007. When the massacre at Virginia Tech occurred, the publisher sent copies to each family who had lost a child, each church in the area and each school chaplain as their way of offering comfort.

Since 1987 Barbara has trained thousands of people in North America and has spoken worldwide to conferences, associations, government organizations and companies both large and small. Some of her clients include: Bank of America, AAA, Honda, Sprint, BlueCross BlueShield, the Social Security Administration, IBM, American Express, AT&T, Southwest Airlines, the American Heart Association, Nationwide Insurance, Chick-fil-A, Hilton Hotels, Kroger Company, Allstate Insurance, Boeing, Delta Airlines, the Pampered Chef, Toyota, and the US Department of Energy.





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Barbara Glanz continued

In January of 2007, Barbara Glanz became the first speaker on record to have spoken on all seven continents and in all 50 states. She has earned the highest designation the National Speakers Association awards (Certified Speaking Professional), has been selected as a Platinum Speaker by Meeting Professionals International and has been nominated five times for the NSA Speaker Hall of Fame. Since 1997, she has been one of the top-rated speakers at the National Society for Human Resource Management convention, and in 2006 she was the only female in the top ten rated speakers. She has appeared on ABC, NBC, CBS, CNN, FOX-TV, WGN, CNBC and on radio and in print nationwide.

She is a member of the National Speakers Association, NSA Central Florida, NSA New England, the Society for Human Resource Management, the American Society for Training and Development, the National Association of Female Executives, Kappa Delta Pi, Gamma Phi Beta and is included in Who's Who of American Women, Who's Who in the Midwest and Who's Who in Entertainment.

Barbara has three additional "claims to fame": her great-grandfather laid the cornerstone where the four states come together (Page, Arizona, is named after him), she played the piano on the TV show "Talent Sprouts" and she directed David Hasselhoff of Knight Rider and Baywatch fame in his first high school play!

Most Requested Programs...

- The Simple Truths of Appreciation
- The Simple Truths of Service
- Employee Retention and Motivation
- Regenerating Spirit in the Workplace
- Customer and Employee Loyalty
- Blending Work and Family
- Embracing Change
- Creative Communication

