

JON PICOULT

CUSTOMER EXPERIENCE EXPERT

Acclaimed **keynote speaker**.
Widely-published writer.
Advisor to **CEOs**.



Jon Picoult – Speaker Overview August 2021

Imagine...

Imagine being the
company everyone wants
to do business with.

Imagine being the
employer everyone wants
to work for.

Now, stop imagining...

Because that's precisely what
Jon Picoult helps the world's
top companies achieve.

About Jon Picoult



Jon Picoult helps companies impress their customers and inspire their employees, creating “raving fans” that drive business growth. He is the founder of Watermark Consulting and a noted authority on customer and employee experience.

A sought-after business advisor and speaker, Jon has worked with some of the world’s foremost brands, personally advising CEOs and other members of the C-Suite. He helps organizations capitalize on the power of loyalty, both in the marketplace and in the workplace.

Prior to establishing Watermark, Jon held senior executive roles at Fortune 100 companies – leading service, operations, distribution, technology, sales and marketing. Early in his career, at the age of 29, Jon earned the distinction of becoming the youngest executive officer in the over 150-year history of a leading, global financial services company.

Jon received his A.B. in Cognitive Science from Princeton University and his M.B.A. in General Management from Duke University.

His new book, “From Impressed to Obsessed: 12 Principles for Turning Customers and Employees into Lifelong Fans” will be published by McGraw-Hill in October 2021.

A Thought Leader...

Jon's insights and work have been featured by dozens of media outlets, including:

THE WALL STREET JOURNAL.

The New York Times

USA TODAY
A GANNETT COMPANY


TODAY


NBC NEWS

Forbes

FAST COMPANY

Entrepreneur

Inc.

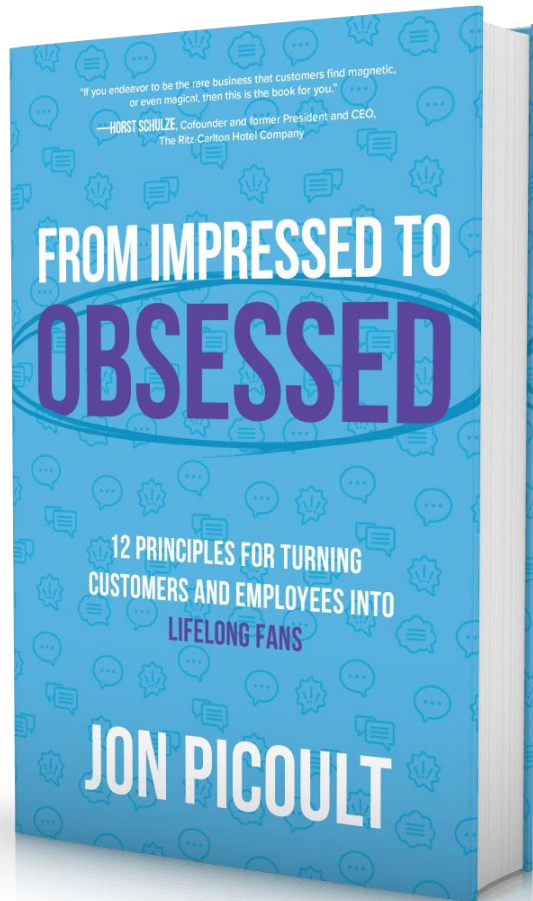
**BUSINESS
INSIDER**

**The
Economist**

BARRON'S

 **Harvard
Business
Review**

Thought Leadership

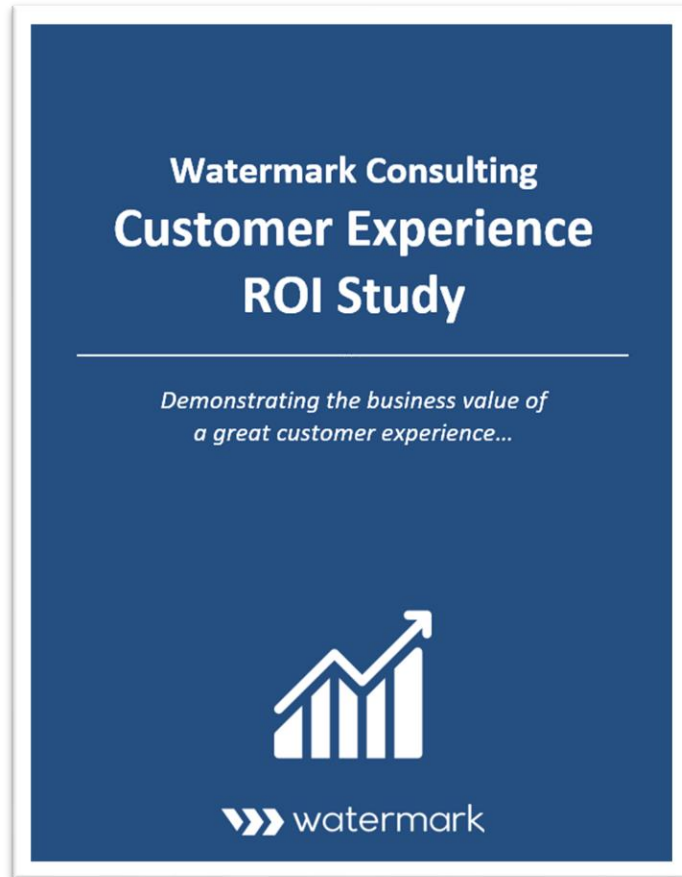


Jon wrote the book on customer experience. Literally.

“From Impressed To Obsessed” has earned rave advance reviews from CEOs, thought leaders, and bestselling authors.

[Learn More](#)

Thought Leadership



Great customer experiences drive great business results. Jon's got the proof.

Jon is also the author of the landmark "Customer Experience ROI Study" – a widely-cited piece of research that provides the foundation for many of his programs.

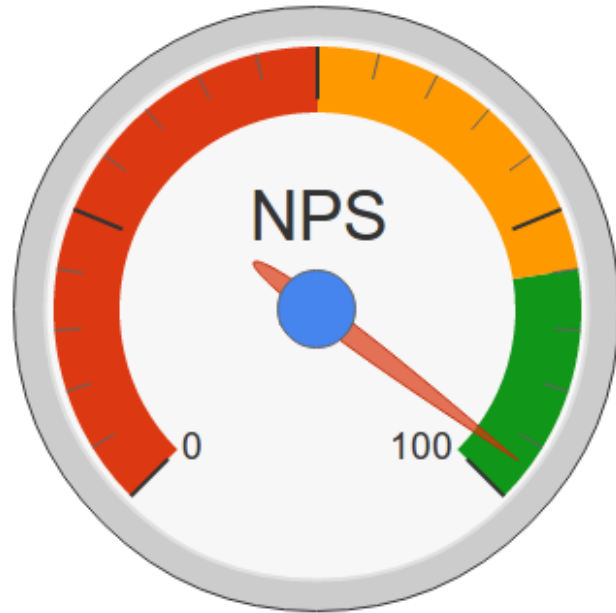
[View the ROI Study](#)

A Trusted Advisor...

Jon's worked with B2B and B2C firms collectively representing over one million employees and \$600 billion in annual revenue. Here are a few of them:



An Acclaimed Speaker...



Jon knows a little something about creating raving fans...

For the past nine straight years, he's earned a perfect 100% Net Promoter Score from his clients. Jon truly "walks the talk" and delivers a great, high-touch experience to all of the companies he serves.

An Acclaimed Speaker...



“Hire him! As our keynote speaker, Jon Picoult spoke with such authority, such passion and such authenticity, that our membership said his one-hour hour talk was worth their two-day conference admission.”

Richard Look
President, Insurance Marketing & Communications Assoc.



“Jon Picoult has been a cornerstone of our leadership development programs and one of our most highly rated and highly respected speakers. He is impressive, inspiring and engaging.”

Debbie Storey
Executive Vice President, AT&T



“Jon Picoult delivers the one-two punch you hope every speaker will land – original material combined with palpable passion. He left our audience uplifted and ready for action.”

Carol Harnett
TEDx Conference Chair



“Jon Picoult was fantastic – one of the best outside speakers we’ve ever brought in. He gave us invaluable insight into what it takes to create a great customer experience.”

Bob O’Leary
President & CEO, Philadelphia Insurance Companies



“Jon Picoult’s keynote was outstanding. His energy, humor and ability to keep the audience engaged is truly impressive. He was the highlight of the entire event and received the highest rating on our feedback survey.”

Susan Shepherd
Senior Director, Property Casualty Insurers Association



“Jon Picoult's keynote was honestly one of the best closing presentations we've had in a long time at a Barron's Conference. We continue to hear rave reviews about it.”

Jenna Sabia Mathis
Advisory Content Manager, Barron’s Conferences

Video Clips

There's no substitute for experiencing Jon's energy and passion live, onstage – but you can get a glimpse of him in action from these video clips:



Keynote Speaker Preview Reel

A compilation of short clips from Jon's keynotes, where he covers topics ranging from customer experience to leadership effectiveness.

[Play Video](#)



The Best Service Recovery Story... Ever!

Jon's classic story of service recovery has brought many an audience to their feet and garnered over 150,000 views across its many online postings.

[Play Video](#)



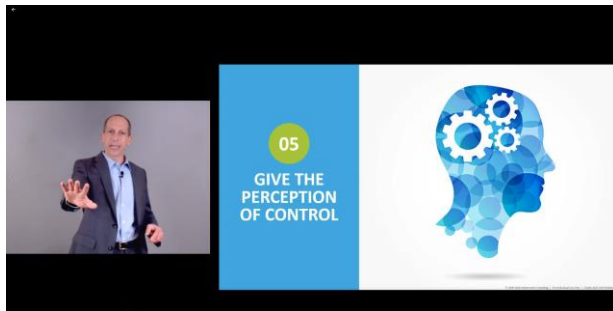
The Worst 800-Line Phone Greeting... Ever!

Something as simple as how you answer the phone can drive customer perceptions around how easy or difficult it will be to work with your business.

[Play Video](#)

Virtual Programs

Jon's been doing virtual keynotes and workshops for over five years. Nearly all of his live programs can also be delivered online.



Less “Zoom” and More “TED”

Jon's virtual events are more than just a glorified Zoom call or webinar. His content and delivery are customized for the online medium, like a TED talk.



Professional Studio Setup

Jon typically livestreams and records his programs from an in-office studio. With high quality audio/visual equipment, his setup brings polish to every event.



Virtual Delivery Options

Jon can pre-record a program, livestream it, or combine a recording with a live Q&A. He'll help you decide which option is best for your event.

[Play Virtual Program Clip](#)

Examples of Jon's Live/Virtual Keynote Programs



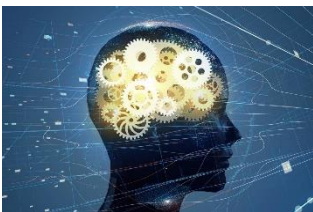
The Art & Science of a Great Customer Experience

How do you get your business to stand out from the crowd? Many sources of competitive differentiation can be fleeting, but a truly distinctive customer experience (and the workplace environment supporting it) can deliver sustainable competitive advantage. In this captivating program based on Jon's forthcoming book, he reveals the breakthrough, science-based techniques that legendary companies use to turn sales prospects into customers, and customers into raving fans.



Lead For Loyalty: A Great Customer Experience Starts With You

A great customer experience is like a beautifully choreographed performance. As with any performance, an important part of this one involves what goes on *backstage* – in the work environment and with the leaders who shape it. In this insightful keynote, Jon explains how organizational leaders, via their own personal behaviors and the workplace constructs they create, have an unparalleled opportunity to encourage customer-focused behaviors throughout their workforce.



The Cognitive Science Behind A Great Customer Experience

The key to delivering a great customer experience? It's all in your head! That's because creating a great impression on customers isn't just about shaping their experiences, it's about shaping their memories. In this fascinating program, Jon describes how great companies capitalize on cognitive science to influence how customers perceive and remember their experiences – driving the repurchase and referral behavior that's at the heart of any successful business.

Examples of Jon's Live/Virtual Keynote Programs



An 'A' For Effortless

Lots of companies fly the “easy to do business with” banner. Few ever actually fulfill that promise, as most consumers can attest. In this fascinating talk, Jon reveals how great companies make it not just easy – but *completely effortless* – for people to do business with them. Plus, he explains how to eradicate distracting, unproductive effort from the workplace, so employees can keep their focus where it belongs – on their customers.



From Great Recession to Great Cessation: How To Strengthen Customer Loyalty During Difficult Times

In 2008-09, during the height of the Great Recession, Hyundai Motors increased its market share by a remarkable 40%. Starbucks lost half its market value during that same economic downturn, yet emerged stronger from the recession, outperforming the S&P 500 by more than six-fold. In this intriguing program, Jon reveals how these and other smart companies strengthen customer loyalty during even the most challenging times.



Grow Your Business “On Purpose”

Many businesses focus on what they do, but fewer focus on *why* they do it. In this keynote, Jon opens people's eyes to the powerful concept of a purpose-driven brand – an organization whose “reason for being” goes well beyond traditional financial measures of success. It's a strategy that's worked exceptionally well for legendary companies like Patagonia, USAA, and Southwest Airlines. In this session, you'll learn how to apply the same approach to *your* business.

Ideal Audiences For Jon's Keynotes

Everyone has a “customer” – be it consumers, institutions, distributors, internal colleagues, employees, job applicants, or any other stakeholder. No matter what type of constituency your audience serves and seeks to influence, Jon's programs will be of value to them:

**Business Executives,
Business Owners
& Entrepreneurs**

who want to stand out from the crowd and create competitive advantage via the product and service experiences they offer.

**Sales, Marketing &
Customer Service
Frontline Staff**

who are looking for ways to convert more prospects, impress more customers and strengthen overall brand loyalty.

**Organizational
Leaders, Managers
& Supervisors**

who wish to strengthen employee engagement and create a workplace that fosters customer experience excellence.

**Internal Support
Staff (HR, IT, R&D,
Finance, etc.)**

who are focused on delivering a great internal customer experience to their colleagues and partner organizations.

Why Choose Jon?

Whether it's a live or virtual session, a sales conference, an all-employee meeting or an executive retreat – Jon knows there's a lot riding on your event. With careful attention to every detail, he'll help make your meeting a great success – here are three reasons why:

1

He's not your "textbook" speaker.

Jon's not a career academic or consultant. Most of his background is in senior executive roles helping companies grow their business and their talent. So, when Jon shares his strategies for cultivating customer and employee loyalty, he's not just speaking from a textbook... he's speaking from experience.

2

He's walked in the audience's shoes.

Jon's broad business background brings unique credibility to his programs. In addition to being an entrepreneur, he's also led sales, marketing, service, distribution and technology for Fortune 100 companies. Jon can truly relate to the opportunities and challenges faced by most any audience.

3

He appreciates the day after.

The most important day of your event is the day after it ends. Will people apply what they learned, or will they get distracted by the whirlwind of day-to-day business? Jon won't leave your audience with platitudes – he'll captivate them with actionable advice that they can truly put to use back in the office.

Now What?

Interested in learning more? Contact your speakers bureau to arrange an exploratory call with Jon. He can share more details about his keynotes, as well as help you choose the best one for your event.



Some of the world's largest, most well-known brands have chosen to improve their customer experience with Jon Picoult's assistance. He'd welcome the opportunity to help your conference attendees do the same!

A man in a dark suit and patterned tie is speaking at a conference. He is looking to the right of the frame. The background is a blue screen with a large white arrow pointing right. The text is overlaid on the image.

Jon Picoult

www.jonpicoult.com

**For booking inquiries, please
contact your speakers bureau**