

## PROFILE



## LARRY JOHNSON

Corporate Culture expert  
Author *Absolute Honesty: Building A Corporate Culture  
That Values Straight Talk and Rewards Integrity*

### **ABOUT LARRY JOHNSON**

Larry delivers fresh insights and practical "how to's" for leading change, retaining customers, and developing effective work relationships. His clients include Harley-Davidson Motor Company, Nordstrom Department Stores, American Express, United States Telecom Association, JP Morgan Chase Bank, Lloyds of London, Tektronix, the HON Company, and the American Medical Association.

### **NATIONAL & INTERNATIONAL RECOGNITION**

Larry was awarded the City of Phoenix Award of Excellence for designing and implementing that city's team based quality improvement program. This program was featured in a PBS televised documentary by Tom Peters (co-author of *In Search of Excellence*). Since 1986, Larry has presented to more than 2500 audiences in every state in the Union, as well as in the United Kingdom, Hong Kong, Malaysia, Indonesia and Australia. Larry was the #1 ranked speaker at the Inc. Magazine Workforce 2000 Conference. He has been invited to speak at eight International Customer Service Association Conferences.

### **EXPERIENCE**

- 4 years in health care management
- 7 years as training manager in government and the private sector
- 17 years as president of his own training and consulting firm

### **AFFILIATIONS**

- National Speakers Association Member
- National Speakers Association CSP - An earned designation that only 8% of the 3500 members have achieved
- National Speakers Association - Past Arizona Chapter President

### **EDUCATION**

- B.A. Education - Arizona State University
- M.A .Psychology/Counseling - Northern Arizona University

## PUBLICATIONS

- **Absolute Honesty: Building A Corporate Culture That Values Straight Talk and Rewards Integrity**, AMACOM Books, NY, NY, 2003. More than 40 articles published in national and international journals including **Inc. Magazine's Customer Service Update**, the **Journal of the International Customer Service Association**, the **Journal of the American College of Health Care Administrators**, and **Brown University's Long Term Care Update**.
- **Project Management DVD Program**, CareerTrack Publications
- **Project Management, Audio Program**, CareerTrack Publications
- **Beyond Customer Service DVD & Audio Training Program**, an eight volume DVD training program
- **Constructive Confrontation**, DVD training program

### Clients are saying things like this:

"I want to thank you so much for a terrific program. American Express Business Development professionals are an extremely sophisticated and demanding group when it comes to training. They must get value for their time spent, and the training must be delivered in an excellent manner. You gave them both and then some ... Larry, we would recommend you highly to anyone who is looking for a skilled presenter and facilitator to train business professionals and managers." Jennifer Gold, Vice President, Establishment Services Division, American Express

Humorous, down-to-earth, engaging speaker who delivers fresh insights on how to transform corporate culture. Audience tested and approved! Not only do Larry's clients love his speeches and seminars, so do the people in his audiences. Here's what three of them had to say about a speech he recently gave to the annual convention of the American Apartment Association: "Larry Johnson is a wonderful and exciting speaker. It was absolutely, thoroughly enjoyable. The best speech yet!!" Susan Suhr, First Lake Properties, Metairie, LA.

"Fabulously entertaining, extraordinarily informative and vitally important if you desire better customer service from your teams. Thanks so much!" Sondrah Laden, Regional Manager, First Group Management, Louisville, KY.

"Witty and refreshing - brilliant approach to the basics with inspiring stories. Easy to apply and to share - leaves us wanting more!!" Heather Curlee, Training & Marketing Specialist, Sterling Management, Mishowaka, IN.

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