

## KEYNOTES

### Build Loyalty in a Fickle World

Build and maintain loyalty with clients in a fickle market. Natalie delivers a powerful message with real world future-forward strategies. With the right combination of strategic insight, practicality and relatability, Natalie will have your audiences saying “she changed our thinking,” “we can do this.”

**Using case studies, participants discover:**

- real reasons why people buy
- why trust is the number one business builder
- simple steps to become the most trusted provider in your field
- a proven plan to build a superior brand that is unbeatable

### Your Hidden Asset: Why Trust is Essential to Success

Employees who trust each other outperform. Trust increases productivity, engagement and innovation. Natalie inspires audiences to create a work culture and environment that dramatically improves organizational performance.

**Audiences discover how to:**

- identify trust challenges in their organization and or department
- incorporate trust into behavior and language
- strengthen and build trust within teams
- apply the 8 principles to drive employee performance

### Fault Line: What Your Customers Won't Tell You

Erosion of your customer base, fewer customer referrals, declining sales, and shrinking margins are not necessarily signs of a slowing market. They can be symptoms of low levels of customer trust.

Natalie inspires participants to create action plans that enable every person in your company to play their unique role in growing the business and improving customer experience. Audiences are given practical how-to's and are inspired to put new policies in place to improve business performance.

**Using case studies audiences learn:**

- what customers are saying about you when you are not listening
- the decision making process that every customer goes through before deciding to trust you
- how to build strong customer relationships built on the power of trust
- the power of promise –keeping your word

*These speeches are also available as seminars, retreats and training programs.*

Call or email Natalie **1 902 223 2833** or [NOldfield@SuccessThroughTrust.com](mailto:NOldfield@SuccessThroughTrust.com) to discuss how this ground-breaking program has created remarkable results for business and what it can do for yours.



### About Natalie Doyle Oldfield

Natalie is a trust authority, consultant and keynote speaker who works with companies to grow their business and build customer loyalty. A former Chief Marketing Officer, she is the author of *Building Trust with Your Customers*, and creator of the *Client Trust Index™* and the online program *Becoming a Trusted Advisor*.

# Natalie Doyle Oldfield

SUCCESS THROUGH TRUST

## Becoming a Trusted Advisor: A 12 Week Online Program

Created to provide critical support to professionals and managers on their way to becoming leaders and trusted advisors, this program is designed specifically for organizations to deepen and transform relationships and improve customer experiences.

The self-paced program includes:

- practical strategies to strengthen relationships
- tips, tools and tactics, including specific phrases to incorporate that deepen client relationships
- a workbook, a personalized coaching call and online access to Natalie to answer questions or recommend actions in a specific situation.



## The Client Trust Index™ - Market and Customer Research

The Client Trust Index™ is a powerful business intelligence tool that measures customer experiences and impressions. Insights from this proprietary Index enable you to develop a strategy to put your business ahead of the competition.



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Natalie has worked with professionals and executives in such organizations as:

Acadian Seaplants  
Ambassatours GrayLine  
Anixter  
Association of Professional Engineers of Nova Scotia  
Atlantic Security Conference  
Avis Budget Group  
Bank of America  
Bell Media  
Bell Canada  
Better Business Bureau  
Bird Construction  
Blue Cross  
BMO Bank of Montreal  
Boudreau Albert Savoie & Associates Chartered  
Professional Accounting  
Calgary Board of Education  
Century 21  
CJM Solutions  
Canadian Federation of Independent Business (CFIB)  
Canadian Manufacturers Association  
Canadian Public Relations Society  
Cox Palmer Law Firm  
DSM Telecom  
Davison Orser Ward Wealth Planning  
Dalhousie University  
Ernst Young  
Exit Realty  
Funeral Directors Association  
Futurepreneur  
Genesis Technology  
Grant Thornton  
Go Secure  
Government of Canada  
IBM  
Irving Oil  
ImmediaC Worldwide  
International Association of Business Communicators  
International Communications Association  
Johnson Insurance  
Kennesaw State University  
Kent Building Supplies  
KLM Financial Chartered and Professional Accounting and CFO for Hire  
Malley Industries Inc.  
Maritime & Northeast Pipeline  
Manulife Financial  
McCains Foods  
Metro Atlanta Chamber of Commerce  
Mount Saint Vincent University  
Nanyang Technological University, Singapore  
National Association of Chinese Americans  
Nicom IT Solutions  
Nova Scotia Community College  
Nova Scotia Teachers Union  
Nova Scotia Liquor Corporation  
Nova Scotia Relators Association  
Partsource  
PWC  
Precision Biologic  
Province of Alberta  
Province of Newfoundland  
Province of New Brunswick  
Queen Elizabeth Hospital  
Saint Mary's University  
Remax Real Estate Company  
Royal LaPage  
Royal Bank of Canada  
Sears  
Scotiabank  
Seaforth Energy  
Southport Asset Management  
Stantec Engineering  
Spectra Energy  
Teva Innovation Canada  
University of British Columbia  
US State Department  
UPS  
Wilson Fuel Company  
Women in Technology International