

Natalie Doyle Oldfield

SUCCESS THROUGH TRUST

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 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 *The Power of Trust: How Top Companies Build, Manage and Protect It*, and creator of the *Client Trust Index™* and the online program *Becoming a Trusted Advisor*. Natalie was named a 2017 *Top Thought Leader* in Trust by Trust Across America.

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Becoming a Trusted Advisor: A 12 Module 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.

Key Takeaways:

- Discover how customers decide to trust
- Understand the trust levers that motivate customers
- Identify ways to create customer value
- Examine how using the language of trust affects your customers
- Develop a trusted advisor intuition and mindset that give you the tools and confidence to succeed.



The Client Trust Index™ - Market and Customer Research

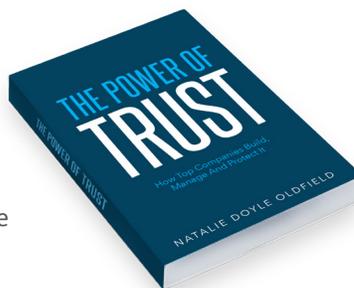
The Client Trust Index™ is a powerful business intelligence tool that measures customer experiences and impressions. Insights from this proprietary Index enable you to develop a strategy to put your business ahead of the competition.

The Power of Trust: How Top Companies Build, Manage and Protect It

Trust is measurable, and therefore manageable. The book offers a practical guide to building and protecting trust, and making it part of the balance sheet of every organization.

The Power of Trust lays out a practical, step-by-step approach that will enable everyone from the CEO to the floor clerk to thrive in an atmosphere of trust.

By taking a look at the science and research, case studies of trust broken and rebuilt, and the reflections of leading business figures, this book will teach you how to create trusting relationships with employees, customers and stakeholders. It will teach you how to make trust part of your core business strategy and how to make it pay off on the bottom line.



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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
EY
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
Kohltech Windows and Entrance Systems
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
Municipal Group of Companies
Nanyang Technological University, Singapore
National Association of Chinese Americans
Newfoundland & Labrador Association of Technology Industries
Nicom IT Solutions
Nova Scotia Community College
Nova Scotia Teachers Union
Nova Scotia Liquor Corporation
Nova Scotia Realtors 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
SAUPO Conference
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

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