

Specialist in:

- Change Management
- High-performance Culture
- Customer Experience

w: alanoneill.biz
e: alan.oneill@kara.ie
t: +35387 2577447

Alan O'Neill
CHANGE AGENT

With his tried and trusted 7-Steps to Profit, Alan's mission is to inspire others to maximize their potential, with commercial growth strategies that are practical and relevant.

What is it that has made famous global organisations so powerful and successful in their respective fields? What are their secrets to success? They all have one thing in common and it's not that difficult! They all...

1. Follow a very structured path to excellence that Alan describes as the *7-Steps to Profit*
2. Manage *change* effectively with a polished framework
3. Have a strong and relevant organisation *culture*
4. Put *customer-experience* at the heart of all decision-making



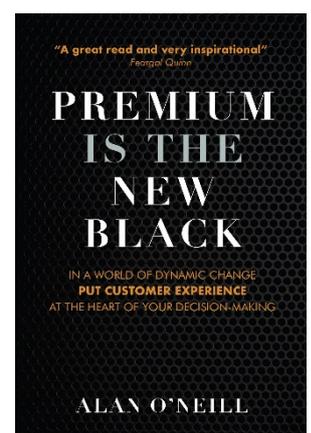
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For example, voted the best department store in the world and founded by American, Gordon Selfridge, Alan's *7-Steps to Profit* helped Selfridges grow profit from £45m to £200m in a short few years and win multiple '*best department store in the world*' awards. But it's not just about retail, whether you're in Financial Services, FMCG, Hospitality, Industrial, IT, Manufacturing, Motor, Retail, Telcos, Tourism to Travel, (B2B - B2C), Alan's *7-Steps* will work for you too.

Alan is a Consultant, Author and Keynote Speaker specialising in Change Management, Organisation Culture and Customer Experience. He is a visiting professor with ESA Beirut. For more than 30 years, he has worked with some of the most amazing companies around the world. He has supported iconic brands like Toyota, Getty Images, Harrod's of London, the United Nations, Dubai Duty Free, Primark, Intel, Moet Chandon with *the 7-Steps to Profit*. Recently, Covid-19 is affecting almost every business in every country around the world. During this crisis, Alan is supporting organisations in person and on-line, to get a clear head, helping them to develop recovery plans and a speedy return to a new world.

Alan has lots of no-nonsense expertise with lots to say. With tailored keynotes on *the 7-Steps to Profit*, *Change Management*, *Culture* or *Customer Experience*, Alan has a reputation for making the complex simple... being down-to-earth and practical... with a commercial focus that brings everything back to the customer. Wherever you are in your journey, Alan can inspire your team with great and practical ideas, taken from *The 7-Steps to Profit*.

Alan writes for several publications, including a weekly advice column for the *Sunday Independent* - Ireland's leading business newspaper. He is the author of *Premium is the New Black* (*Put the customer at the heart of your decision-making*). His next book *Culture Matters* (*The 4 'Must-have' Values in your Culture*) will be released in 2020. [Alan Showreel](#)



"Change Management, Culture and Customer Experience are very relevant topics in today's world. 'Customer Experience' is indeed the new battleground and differentiator in this digital world. As a highly experienced Change Agent and Speaker, Alan inspires and challenges audiences with his practical business models and stories. The Selfridges Story is just one that brings all of the concepts to life and resonates with businesses of all types, B2B and B2C."

Cosimo Turroturro, CEO – Speaker's Associates

"BT has worked with Alan O'Neill – the Change Agent, not just to help with our own customer service, but to educate and challenge our clients on how they can help their customers. You can't ask for any more than Alan's track record of success. His insights on organisation culture, garnished from customer service case studies across all industries make him a front runner in his field. The feedback from our clients from Alan's keynote made us look good."

Joe Walsh, Head of Unified Communications – BT Telecom

Keynote: *The 7-Steps to Profit*

What is it that has made famous global organisations such powerful and successful organisations in their respective fields? What are their secrets to success?

They all have one thing in common and it's not that difficult! They all follow a very structured path to excellence that Alan describes as *The 7-Steps to Profit*. Alan's *7-steps to Profit* is adapted from the secrets of the global giants and has already helped countless businesses around the world.

Wherever you are in your journey, Alan can inspire your team with great and practical ideas, taken from *The 7-Steps to Profit*.

Tailored for you: Alan can offer you a choice of keynotes tailored for your business. You might like a general overview of *The 7-Steps to Profit* applied to your business. Or you might like to focus on some of the steps in greater detail to help you land a key message.

[Alan meets Killowen Farm](#)



Keynote: Customer Experience *Supercharge your Customer Experience.*

As globalisation enables transparent comparisons and technology enables fast copying, how to differentiate from your competition is becoming more challenging. Product alone won't cut it anymore as customer experience has become the new battleground. He wrote the book on it! *Premium is the New Black (Put the Customer at the Heart of all Decision-making)*.

Alan is passionate about customer service. He can tell you how to develop a culture of great service from the board-room to the front-line – whether you're B2C, B2B or Public Service.

He knows that customer service has to be practical and drive sales – and it requires a fully engaged workforce. While that's obvious and sounds easy, we don't all do it. He will challenge you with examples, evidence and case studies to help you achieve consistency and to motivate your people into action to increase your sales.

Tailored for you: Alan has lots of relevant material to draw from in tailoring a keynote for your event. Perhaps it's the Selfridges story, where Alan supported their quest to become the best department store in the world. Or you might like to hear stories from Alan's book *Premium is the New Black* which is packed with great tools and concepts to help any B2B or B2C business.

Or you might also like to be inspired by fun stories about Irish heritage that has made Ireland the envy of the world for its renowned hospitality and cead mile failte.

Alan also presents on his first book, *Premium is the New Black (Put customer experience at the heart of your decision-making)*

Keynote: Change Management

Supercharge your Change Management

Change is a reality for all and it comes at us in many ways. Covid-19 is a significant example. But be careful, history shows that a small number of change programmes succeed. Your people will either enable it, or obstruct it.

Alan knows what it takes to drive change in a business. Across industry, he has led and facilitated many blue-chip companies through change and overcoming resistance. With case studies tailored for you, he will share the pitfalls and strategies for managing change, overcoming resistance and help you to land key messages for your business.

Tailored for you: Alan can offer you a choice of tailored keynotes. For example, now officially known as *the best department store in the world*, you might like to hear the Selfridges rollercoaster story of ‘riches to rags to riches’ and how Alan supported their transformation programme. Or you might like the story of how the CTBTO (United Nations) maintains its confident status - against the odds - in a world of political unrest.

Or you might like to be inspired by stories from Alan’s forthcoming book – ***Change Without Wings (Get Ready for your Change, Then Go and Don’t Stop)*** [Alan meets Wicklow Brewery](#)

Keynote: High-performance Culture

Supercharge your Culture

Everyone knows that culture eats strategy for breakfast. And if you get your culture right, you can take on the world. While others can copy your strategy – no one can copy your culture so it’s vital that you exploit that competitive edge. Alan will share what it will take to achieve a high-performance culture for your organisation.

Alan can ask hard questions about your culture, your values and the engagement of your own people – and encourage you to take a fresh look at your own organisation culture.

Tailored for you: You might like to be inspired by Europe’s leading recycling company that is now influencing the global circular economy. Having made multiple acquisitions in the last five years, Alan presented a challenging culture keynote at their annual management conference. He was invited back to lead a culture refresh programme which is now a model for successful change.

Or you might like to know how Selfridge’s Values propelled them to be the best in the world in a retail industry that many consider to be under the greatest threat ever.

Alan has a collection of other B2B and B2C case studies that can also be tailored for you. Or you might like to be inspired by stories from Alan’s forthcoming book – ***Culture Matters (The 4-‘Must-have’ Values in your Culture)***



Keynote: Retail Retail Apocalypse, Fake News

From food to fashion, luxury to mass, big box to multiple site and travel retail to the high street, Alan has consulted with countless retailers for over 20 years.

Retail is changing rapidly and becoming even more complex. On-line for example, has completely disrupted the industry and has risen significantly throughout C-19. Coping with all that is an ongoing challenge – even for the best. However, blame for the alleged ‘retail apocalypse’ is too easily and frivolously attributed to the growth in on-line.

In actual fact, there’s more to it than that. It’s more like *Retail Darwinism* in front of our eyes. Bricks and mortar retailing is not dying. But bad retailing IS dying. Those organisations that are not embracing the *changes* around them, redefining *customer-experience* and investing appropriately, will continue to struggle.

Alan can reveal to you the secrets of the successful retailers in a way that you can learn from and adapt for your business. Selfridges in particular is an amazing success story, winning the award for best department store in the world, three times. Alan can share his insights and how he supported them to achieve their ambition. [Alan meets Mace](#)

Alan’s 4 Delivery Options

Keynote	Masterclass	Consulting	Training
 <p>A keynote tailored for you, to inspire and motivate your audience into action. (Delivered live or on-line).</p>	 <p>A facilitated debate to prompt your leaders with big picture ideas, case-studies and action-plans. (Delivered live or on-line).</p>	 <p>A hands-on consulting programme, guiding you all the way to achieve your goals.</p>	 <p>Training for your leaders and front-line teams. (Delivered live or on-line).</p>

“Alan’s business acumen, genuine passion for great customer service and his hands-on experience overseeing large-scale change within organisations such as Selfridges is unique. It makes him one of the most impressive Speakers on Change Management and Customer Experience I have ever come across. Alan is a popular speaker at events around the globe with organisations who want to learn from his insights and his bold tactics to help build a world-class customer-centric culture and ultimately to increase sales.”

Frances Keane, Managing Director – Personally Speaking

“As a public service institution, Customer Service is a priority for us. Alan inspired us with his commercial stories and showed how they’d work for us too.”

Shay O’Malley, HR Director, ECHA

Alan is very commercial and gave a practical and polished keynote that truly inspired and motivated our people.

Tarek El Sakka, CEO - Dubai Refreshments