



Mr Jeff Tobe

President
Coloring Outside the Line

Certified Speaking Professional, Jeff Tobe's credentials are impressive. Insider Magazine dubbed him "The Guru of Creativity" and readers of Convention & Meetings Magazine chose him as one of their favorite speakers for 2015 with other celebrities including Bill Clinton, Anderson Cooper, Condoleezza Rice and Daniel Pink. He is a creativity and customer experience expert, professional speaker and bestselling author who works with companies and organizations who want to increase their bottom line by changing their customer experience and retaining great talent. Tobe founded Coloring Outside the Lines in 1994 and since then has worked with hundreds of clients ranging from Fortune 500 companies to ones with less than 20 employees including Microsoft, PepsiCo, Bank of America, ReMax International and many more!

Jeff Tobe's most requested programs focus on CREATIVITY/INNOVATION, CUSTOMER EXPERIENCE and EMPLOYEE ENGAGEMENT. His high-energy, high-fun and high-content programs create the ideal presentation for any kind of corporate or educational forum.

His articles have been read in hundreds of publications and he is the author of the hugely popular book, Coloring Outside The Lines. He is the co-author of three other books and his newest book, ANTICIPATE: Knowing What Customers Need Before They Do is quickly becoming one of the hottest business books on the market. He is also the creator of the Touch Point Focus initiative in which he helps clients re-examine their customer touch points

Synopsis:

COLOUring OUTside tHe LiNes!™

This high-energy, participatory, humorous session has received outstanding reviews from diverse PMI groups around the world. Certified Speaking Professional, Jeff Tobe, challenges you to step outside your comfort zone in positioning yourself more creatively than ever before. He provides the insight you require to give yourself the 'competitive edge' for which we all strive in the PM world today! To be effective in today's marketplace, you must force yourself to look at your organization's EXPERIENCE from a different perspective.

Tobe is not just entertaining—he provides real 'tools' to creatively ENGAGING your internal and external stakeholder. With the push to agile methodologies, Jeff gets PM's to focus on scope flexibility and team input in a whole new way. He believes in the power of creativity to accept that customer service is no longer the bar that distinguishes us from our competitors. As the world marketplace changes, we now have to consider our internal and external

customers' EXPERIENCES from the minute they make contact with us to the minute they are done!

Jeff encourages PM's to "start considering every one of your TOUCHPOINTS--those opportunities you or your people have to affect the customer/stakeholder experience. Allow people to 'tweak' their own touchpoints and, collectively, change the experience.

He addresses the concept of seeing the world through their eyes—from their perspective! Most important, his sessions are upbeat, interactive and FUN!