

INTRODUCTION:

# BRIAN FIELKOW

*[Last name pronounced PHIL-koh]*

## UNBEATABLE ENGAGEMENT: BUILDING A WORLD CLASS COMPANY CULTURE

What keeps your customers coming back with more business? After all, they can buy your products or services elsewhere, often at a lower cost.

You create customer loyalty because of **HOW** you deliver your product or service. You execute better and offer a unique experience.

That experience results from your commitment to build a vibrant company culture and engaged workforce.

Our speaker, Brian Fielkow, has led his businesses with a simple philosophy — If you are strong on the inside, you become unbeatable on the outside. Brian will share ideas for us to take our companies to new levels by growing our cultures and creating world class employee engagement.

We're going to focus on practical, hands-on ideas that we can implement immediately.

Brian speaks internationally to audiences like ours. He is the author of several articles and books, including his latest book, *Unbeatable Engagement: Building A World Class Company Culture*.

**Welcome Brian Fielkow.**



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