

TEDx Okoboji



ANDREA BELK OLSON

There's a reason Andrea Olson has been featured as a Keynote Speaker and a TEDx Presenter multiple times over.

After founding Pragmadik, a leading customer-centric management and communications consulting firm, she has transformed how companies leverage customer and employee centricity to gain competitive advantage.

Andrea offers actionable and entertaining insights for organizational differentiation and growth, and her talks have been deemed transformative by countless event managers and attendees.

WHAT ARE PEOPLE SAYING ABOUT ANDREA?

“Very engaging - wish it had been longer. You can’t go wrong with this level of authenticity. Thanks for cutting through the bullshit.”

“Andrea was the most engaging and entertaining speaker I’ve heard in my last 5 conferences. She made her points and knowledge digestible & simple!”

“I really loved Andrea & her presentation. Very inspiring, engaging, & useful.”

“Absolutely love her personality and training/communication style. Very engaging. Thank you!”

“Thank you for being real & including humor!!”



SPEAKING FEES \$5,000-\$15,000

HONORARIUMS NEGOTIABLE. TRAVEL & PER DIEM COSTS

NOT INCLUDED.

FEATURED AWARDS



FEATURED KEYNOTE ENGAGEMENTS



FEATURED CONTRIBUTORSHIPS





MEET ANDREA

Andrea Olson is the CEO of Pragmadik, where she leads a team of customer-centricity, culture and communications experts, while overseeing the vision, strategy, and roadmap of the company's growth strategy and brand.

Andrea is a nationally-recognized expert and speaker on culture, customer centricity, employee engagement, and communications. She has been the featured speaker and facilitator at a wide range of events including TEDx, CultureCon, The Financial Brand Forum, Taylor Corporation Marketing Summit, and The Trustbelt Conference, to name a few.

Andrea's most recent book, "The Customer Mission", provides an easy, enlightening read on how to build a customer-centric organization and better engage employees for sustainable growth.

FEATURED KEYNOTE TOPICS

INSIDE THE HEARTS & MINDS OF CONSUMERS: REVOLUTIONIZING YOUR SERVICE EXPERIENCE THROUGH CUSTOMER CENTRICITY

For consumers, “good service” is simply delivering what they expect. But when two out of every five consumers say they are willing to walk away from brands that just provide a satisfactory experience, it’s obvious that “good service” isn’t good enough. That’s why organizations are pouring money into new technologies and focusing on employee training to improve their experience. Unfortunately, these investments frequently fail to yield the level of growth that’s expected, nor dramatically improve wallet share.

Companies obsess too heavily on process and not enough on the people they are targeting. Organizations need a radical shift in their understanding of the customer’s mentality. This keynote will explore consumers’ hidden needs, showing you step-by-step how to fuel a unique new strategy and create a culture that will effectively differentiate and grow your brand.

WHY CULTURE CHANGE INITIATIVES FAIL (AND HOW TO AVOID IT)

Organizational leaders often see culture change as essential, and seek to implement initiatives to transform their organizations. Yet, more often than not, the results of their efforts fall short. This keynote will discuss the 5 key reasons why cultural change efforts go astray, and how to avoid them. With a combination of in-depth research and comedic examples from real-world companies, attendees will walk away with actionable tools to help transform their culture without failure.



TRANSFORMING CUSTOMER INSIGHT INTO INNOVATION

It's the core challenge of the information age. The amount of information that bombards us daily too frequently obscures true insight. Intelligence should drive better innovation, but unless it is strategically collected and used, it functions like an engaging distraction.

Smart companies intertwine customer intelligence throughout the innovation process, and innovation starts with discovery — where an innovator pinpoints an important customer problem to solve. This keynote discusses how to effectively capture ground-level intelligence, learning to ask the right questions, and how to identify undiscovered customer needs to build innovation and move leaps and bounds beyond your competition.

HOW LEADERS UNINTENTIONALLY FOSTER UNHEALTHY CULTURES

Companies are continually focused on developing their people, yet many leaders continue to unknowingly reinforce negative and culture-killing behaviors.

In this provocative and entertaining keynote, a new approach to culture development is shared, and how organizational leaders can impact communication, collaboration, engagement, and productivity of their teams to generate unexpected growth.

ADDITIONAL TOPICS AVAILABLE ON REQUEST



BOOK ANDREA NOW!

Contact Andrea directly to book her for your next speaking engagement. Visit www.thecustomermission.com for more information.

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WHAT DOES



RESOURCE
DIS
UNIVERSITY OF WISCONSIN STOUT
CENTER
Inspiring Innovation