



STEVE SIMPSON

INTERNATIONAL SPEAKER | CONSULTANT | AUTHOR


www.steve-simpson.com



In the 1980s it was 'Situational Leadership' with Ken Blanchard. In the 1990s it was 'Body Language' with Alan Pease. In the 2000s it was 'Good to Great' with Jim Collins.
Now it's the time for Steve Simpson and UGRs.

GUY RUSSO—CEO Kmart Australia Limited





Steve Simpson is an international speaker, consultant and author based in Melbourne, Australia.

UK based e-Customer Service World have described Steve as **'Australia's leading corporate culture authority'**. SOCAP in Europe have described Steve as **'the leading Australian Customer Care Guru'**. We think these accolades aptly encompass Steve's unique expertise.

Steve is the creator of the globally acclaimed UGRs® (unwritten ground rules) concept—used by organisations to understand and strategically improve workplace cultures.



“

I've rarely taken so much away with me as I did from my first sighting of Steve Simpson. Fresh ideas, supported with robust research and delivered in a very natural, involving and energetic style. A real Customer Service Pro!

”

*Graham Hardy—Chairman, SOCAP in Europe
& Head of Customer Contact Boots The Chemists Limited*

International Presence

Steve's global presence is demonstration of the demand for his insights: Steve has featured at two World Conferences on Customer Service Management in the US where he rated in the top 10 speakers.

He has featured at the Society of Consumer Affairs Professionals (SOCAP) Annual Conference in New Orleans, the Academy of Chief Executives Conference in London, the Annual Leaders Gathering in the UAE, the International Leadership Symposium in Johannesburg, the HDI Conference in Las Vegas and the European Conference on Customer Management in London. And this is only a select sample!

One key to the demand for Steve's presentations lays in the fact that he partners with organisations, sometimes intensely, to create and lock-in change. So Steve's insights aren't solely based on theory—rather, he is able to capitalise on his ongoing work with organisations of all sizes across the globe and apply these learnings.

Rosabeth Moss Kanter holds a chaired professorship at the Harvard Business School, advises major corporations and government entities worldwide and is the author and

co-author of over 300 articles and 16 books. Steve was recently invited to tour Australian cities with Rosabeth to run seminars on leadership, change and workplace culture. The seminars were a huge success, with one leader noting—'Just a great, great day! Thank you so much. I am indebted. Rosabeth and Steve were fantastic'.

Steve is a past Chapter President of the Australian Customer Service Association, and he has been an evaluator in the Australian Customer Service Awards. He was an invited member of an international team studying standards of World Class Customer Care, organised through the US based SOCAP.

He has also achieved international recognition as a Certified Speaking Professional (CSP) the highest speaker accreditation recognised by the International Federation of Professional Speakers.

He has a Master's Degree from the University of Alberta, is the author of two books and is a contributing author to a further two books.

Steve, the Conference Speaker

Steve has two broad areas of expertise that he shares with conference delegates.

One of his talents lies in helping teams gain advantage from outstanding customer service—assisting organisations to go beyond the traditional customer service marketing clichés to a point where a genuine commitment to service becomes part of the fabric of the organisation.

Another unique talent of Steve's centres around his ability to help leaders craft workplace cultures that create distinct and lasting competitive advantage. Typically, Steve will share his insights through the lens of his UGRs (unwritten ground rules) concept that has been acclaimed as a breakthrough in understanding and improving workplace cultures.

Steve has spoken at conferences in Australia, the UK, New Zealand, India, Tanzania, Ghana, Singapore, UAE, South Africa, Thailand, Malaysia, China, and the US. He has worked with Toyota Australia, Royal Bank of Scotland, Brisbane Airport Commission, Gartner, Royal Yacht Britannia, Barrick Mining, Commonwealth Bank, Prudential UK, Lexus Australia and many more.

Some of the conferences at which Steve has featured:

- HR Summit, Sydney, Australia
- Chief Customer Officer Forum, Sydney, Australia
- Masterclass at the HRD Conference, Excel Convention Centre, London
- Annual Conference for Academy of Chief Executives, London, UK
- National Conference of the Meetings and Events Australia, Gold Coast
- International Leadership Symposium, Johannesburg South Africa
- Keynote presentations at four MLC Conferences, Melbourne
- Profiting from Stand-Out Service, KL and Bangkok
- Presentation as part of Service Excellence Tours, Leeds, UK
- Opening keynote, Annual Conference for the Institute of Customer Service, Heathrow, UK
- Legal and General UK, Kingswood, UK
- Annual Conference for Lexus Australia, Yarra Valley, Victoria
- Conference for the CEO Institute, Melbourne
- Zurich Australia Conference, Sydney
- Presentation and post-conference workshop, North American Conference on Customer Management, Orlando, USA
- Kenote presentation at the 5 Star Customer Management Conference, Edinburgh, Scotland
- NZ Local Government Managers Association Conference, Christchurch, New Zealand
- Two-day seminar, Customer Service Excellence, Mumbai, India
- 5 Star Customer Management Conference, Edinburgh, Scotland
- New Zealand Learning Convention, Auckland
- European Conference on Customer Management, London
- HDI Conference, Las Vegas
- World Conference on Customer Service Management, Orlando, Florida
- Annual Conference for the Society of Consumer Affairs Professionals, New Orleans, USA



“ He is a thinker who is both contemporary and street-wise—an unbeatable combination for a successful public speaker. ”

*Joe Barstys—Customer Relationships Manager,
Subaru America*

UGRs 



What People Say

“A brilliant presenter, who engaged the audience from the off. His riveting ideas on service and corporate culture were presented in a clear yet original fashion. The audience bought into the concepts swiftly and I came away determined to improve not only what I do but also the way my organisation interacts with its people and customers.”

—
Jeff Hartley
Head of Group Customer Relations
Royal Bank of Scotland

“It has been a long while since a speaker held my attention so well! My colleague and I could not believe it when it was time for a coffee break—it felt as if we had only just sat down! I believe that it is a UGR that the last speaker of the day is only half-listened to as people are more concerned about getting to their train on time, however on Friday I could have stayed and listened for much longer. In fact, it was quite deflating to realise that the seminar had finished. I hope that SOCAP will avail themselves of your services again in the future!”

—
Hazel Major
Consumer & Customers Services Manager
Butcher's Pet Care Limited

“Given the over crowded room and the under performance of the room air conditioning, the prevailing atmosphere must have presented a challenge to engage your audience. However, you pulled off the presentation with aplomb. I congratulate you on your active and engaging style and your ability to grab the audience right from the start and hold them with you to the end of your presentation. Personally, I found your talk informative and insightful, yet presented in such a way that experience was a lot of fun. Thank you again and I wish you all the success in the future.”

—
Paul Monaghan
Executive Director Finance
Corporate Office, Queensland Health

“Just when you thought every leadership concept had been identified in the management world! The management of UGRs and organisational culture is THE leadership imperative of this era. Steve Simpson's presentation was practical, entertaining and inspiring; identifying the foundation of successful leadership in a style and language that is appealing to all levels of the organisation. My staff and I found it extremely valuable.”

—
Shane Fracchia
CEO, Holy Spirit Home

What People Say

“Your presentation was really interesting. I would love to have the same ease as you to speak in public. It was so alive ... and so true whether you are Australian, British or ... French! Your presentation is one of the best I have attended.”

—
Stéphanie Demay
Consumer Relations Manager, International General Mills, France

“Steve Simpson’s contribution to the ICS Conference was first class: a stimulating, persuasive, convincing and valuably provocative overview of the unwritten ground rules which actually underpin the reality of corporate life.”

—
Dr Ted Johns
Chairman, Institute of Customer Service

“Steve Simpson demonstrates an unexpected wit that not only enlivens his presentations but creates an air that his broad research has been tested in the harsh light of reality. He is a thinker who is both contemporary and streetwise—an unbeatable combination for a successful public speaker.”

—
Joe Barstys,
Customer Relationships Manager, Subaru America

“I speak for myself and my colleagues, who also attended the Institute of Customer Service Conference, when I say that your presentation was indeed one of the best. A cracking presentation: engaging, insightful, inspirational, thought-provoking, FUN and how accurate! Everyone should conduct a UGR ‘audit’ and then work together to encourage and retain the good UGRs.”

—
Carmen Lester
Customer Service Manager, CIBA Vision UK

“A couple of my own ‘unwritten ground rules’ about conferences is not to expect too much from the speakers in terms of relevance to the issues I’m grappling with nor much dynamism in the presentation style. Steve Simpson had the audacity to break my rules and make me see what is possible. He’s given me the inspiration to seek and destroy some of the unwritten ground rules in my own organisation.”

—
John Powlay
Private Health Insurance Ombudsman

Steve, the Consultant and Change Agent

Steve works intensively with organisations where leaders have a desire for real and substantial change.

Following are three case studies that provide examples of the way in which change initiatives with Steve can be structured.

Kmart Australia and New Zealand

Soon after the appointment of Guy Russo as CEO of Kmart in 2009, Steve was invited to make presentations at a series of Store Leadership Team roadshows across Australia and New Zealand. Steve's session, of 90 minutes duration on creating a culture of service, was part of a full day conference, where senior leaders including Guy Russo made presentations.

Steve's session was an instant hit. Guy Russo was so taken with Steve's style and the concept of UGRs, Steve was invited to undertake a large scale initiative, initially aimed at head office staff (numbering around 600) followed by the creation of a video-based training tool for managers of the 184 stores across Australia and New Zealand.

Guy Russo's strategy for Kmart involved four key change platforms, one of which centred on culture change using UGRs. In March 2010, Kmart startled the investment community with an announcement of a 107% increase in EBIT.

Recently, Guy Russo invited Steve back to Kmart to build on the work undertaken those years prior. Guy said at the time "We needed to get our culture to a point where it wouldn't hurt the implementation of our new business model. Now the business model is essentially in place, we need to create and lock in a culture that others won't be able to replicate."

The second round of work with Kmart had Steve presenting at the Annual conference for store leaders, running numerous workshops for head office teams including the executive team and running workshops for the state leaders and store management teams in the various Kmart regions across the two countries.

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Shane Fracchia—CEO Holy Spirit Home





Shadow days - to understand everyone's roles.
Shared P&L objectives
Better Com

One Team

Lincolnshire County Council

Not many organisations proceed through change of the magnitude undertaken at Lincolnshire County Council (LCC) in the UK. With massive funding cuts as a backdrop, the strategic, resourcing and staffing changes that occurred meant that LCC truly faced fundamental change.

One of the key mechanisms to guide the organisation successfully through this change was the LCC People Strategy. That blueprint outlined the organisation's vision and purpose, its 'people strategy' and its newly framed values.

Of course, such huge change required a fundamental transformation to the culture—not only to instil the Values, but to reframe people's long-held and conventional way of doing things.

That's where Steve Simpson and his South African business partner Stef du Plessis came into the picture. With the assistance of Steve and Stef, the LCC Executive team made the decision to use the UGRs concept to transform the culture.

The beginning point was a UGRs Stock Take—where the current UGRs, linked to the proposed Values statements

were identified. The results from that Stock Take were then fed back to the leadership team as part of a workshop designed to equip the team with knowledge about UGRs and their impact on culture.

Then, over a four day period, around 60 volunteer UGRs Champions—staff from all levels across the 5000 strong workforce—were trained by Steve and Stef. They learned about UGRs and how they drive people's behaviour. More importantly, they learned how to roll-out the UGRs concept and strategies across the organisation. Importantly, the Champions were provided a range of ongoing support tools to help them implement and embed the change. The workshop was a huge success. Here's what Richie Maddock, the contact point for the programme before and during its implementation said:

“You should both be aware that your week with us in Lincoln has had a massive impact across all levels of management and with the UGR champions. Work has already been conducted with various teams and I am currently in the process of holding 2 hour sessions with all our middle managers. We have gone UGR mad!”

This wasn't a fleeting injection of motivation. Investors in People independently assessed LCC and awarded it Bronze recognition, highlighting the impact that the UGRs work had had in transforming the organisation from its previously poor culture.

Gold Fields South Africa, Ghana and Australia

With his South African business partner Stef du Plessis, Steve was involved in UGRs being implemented internationally across the mining company Gold Fields in South Africa (with 40,000 employees), Ghana and Australia.

As is the norm, Steve and Stef originally worked with the executive team, this time over a two day period which included reporting back results from a UGRs Stock Take.

These two days compelled the executive team into action. In total, around 200 UGRs Champions were identified and trained on how to roll-out the UGRs concept across the company, and how to use the concept and its support tools to sustain a positive, productive culture.

Here are some comments from the management team in the Australian operation after a two day programme with Steve and Stef:

- Excellent, professional and passionate presentation. I was committed the first time I heard about UGRs, the last couple of days has only reinforced in my mind that this is the way to run our business.
- Frightening, simple and powerful tools. Common sense management which is often considered too simple to bother with.
- Great presentation, a lot of personal value I will take from this for my personal improvement as well.

- UGRs are very simple, yet very powerful. Initially, I felt that this was heading down the 'develop an action list' path that was going to be another unfulfilled wish list, however it is so simple and has so much potential to change the organisation.
- I gained incredible value at both a personal and professional level. Thank you for your time, wisdom and energy.
- Interesting, inspiring, challenging. If it's half as good as it sounds it will be a ripper.

Then CEO of Gold Fields, the second largest gold mining company in the world said: UGRs initiated a corporate "Road to Damascus" experience, creating the foundation for our future sustainable success. Ian Cockerill, President, Gold Fields Limited.

Other Clients

Steve's client list makes impressive reading. These include:

- Bayer Australia
- Barrick Gold, Tanzania
- Commonwealth Bank
- Gold Fields, South Africa, Ghana and Australia
- Help Desk Institute, USA
- Institute for Customer Service, UK
- JHI South Africa
- Kmart Australia and New Zealand
- The KTS Group of Companies, Malaysia
- Legal & General, UK
- Lion Nathan Brewing Company
- National Australia Bank
- North West Shelf Gas
- Royal Bank of Scotland, UK
- Royal Yacht Britannia, Edinburgh
- SOCAP Europe
- SOCAP USA
- Toyota Australia
- Zurich Australia

“Steve is an innovator who created the concept of UGRs as a way to assist employees at all levels to understand organisational culture and engage with it. I have known Steve for several years and knew of the UGRs concept before I joined Rendezvous Hotels & Resorts International. But it was at Rendezvous that I had the opportunity to significantly mould the culture. Steve was a keynote speaker at the Rendezvous Management Conference in Perth, Australia. At that conference he caused change. During the subsequent 3 years through the implementation of the UGR concept into Rendezvous, the culture changed on a simple 1 to 10 positiveness scale from 4 to 8. Thank you Steve. I strongly recommend Steve Simpson to all businesses.”

Pat Sheahan—HR Director for Rendezvous Hotels and Resorts International

Client Feedback

We've run a number of programmes internationally for management teams and staff. Below is some feedback we have received from some of these programmes.

Two Day Programme with Leadership Team

- The programme introduced a great concept that can be easily adopted to take the one aspect of our operation that we avoid tackling—cultural change.
- An enjoyable and well presented explanation of a concept I struggled with initially. Reinforced a lot of issues and clarifies what we need to do. I am a true believer, I am SURE this is going to have a profound impact.
- Extremely engaging, confronting and thought provoking. The high participation rate and the great ownership gives this every chance of sustainability.
- Energetic, inspirational and extremely interesting subject that if believed in by our leaders will make a difference.

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- Great presentation a lot of personal value I will take from this for my personal improvement as well.
- UGRs are very simple, yet very powerful. Initially, I felt that this was heading down the 'develop an action list' path that was going to be another unfulfilled wish list, however it is so simple and has so much potential to change the organisation.
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Feedback from five day UGRs Champions Programme

- I feel enlightened, energised and empowered to undertake a journey of personal development with the aim of positively influencing others.
- I was very negative about this as have been involved with new initiatives before and it just fades away. Now, I am interested and driven by this.
- Awesome experience. Didn't know what I was going to learn but now I have gained so many insights from Steve and Stef and the rest of the group. I'm looking forward to making a difference both professionally and personally.
- I 'buy' the concept and truly believe that we can take it back to our workplace and use it to make a difference.
- An excellent insight into how UGRs are a part of our life and how we can use them to improve things in life both at work and in a personal sense.
- A riveting 5 day experience that should be attended by people from all walks of life. Thanks guys!
- ... a life changing experience that I am grateful for being chosen to participate in, thank you Steve and Stef.
- I came here on Monday skeptical and I leave on Friday with the tools to effect change and the knowledge to help me.
- An excellent spent week! We need to get this 'out there'.
- Came in thinking 'what crap are they going to try and feed us now'. Left in 5 days thinking I can make a difference to my life and work area.



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JEFF HARTLEY—Head of Group Customer Relations, Royal Bank of Scotland



*Service excellence and
inspiring cultures.*

Contact Us

Australia +61 (0)3 9331 0437
UK +44 (0)20 3129 9386
US +1 646 503 1275
Email steve@steve-simpson.com

PO BOX 2067, West Essendon
Victoria 3040, Australia

www.steve-simpson.com

