

JULIE LITTLECHILD



HOW CLIENT ENGAGEMENT IS BEING DISRUPTED

We all want to provide a client experience that not only engages but makes us a magnet for exactly the right clients. The problem is this. The way in which we need to engage clients is being disrupted and we aren't keeping pace. We are using old approaches to tackle new challenges.

An extraordinary client experience is co-created with your clients, tailored to their unique needs and deeply engaging. None of this happens by accident but when you get it right, the experience is magnetic and can be leveraged to drive growth.

In this thought-provoking session, Julie examines the drivers of client engagement, how they have evolved and what you'll need to do to stay ahead of the curve. She'll take you inside the head of your clients to understand how they define an extraordinary experience and provide the tools to bring that to life. With an eye on the trends that are defining the future of client engagement, Julie will share specific tactics that will help you drive deep and enduring engagement.

For more information contact Julie Littlechild at jlittlechild@absoluteengagement.com

For information on all programs visit www.absoluteengagement.com



About the Speaker

Julie Littlechild is a speaker, writer and researcher. Her firm, AbsoluteEngagement.com, conducts on-going research into the drivers of client engagement and examines how that relates both to personal engagement and growth. With a unique blend of inspiration, humor and evidence Julie takes the audience on a journey that opens their eyes to the possibility of a business that delivers both meaning and momentum.

Julie has worked with and studied top producing professionals, their clients and their teams for twenty years. She is a recognized expert on driving deeper engagement and growth and the author of a popular blog.

She sat on the national board of the Financial Planning Association from 2010 – 2013, was twice identified as one of the 25 Most Influential People in Financial Planning by Investment Advisor Magazine and won the Influencer Award in practice management from Financial Planning Magazine. She works in the US, Canada, UK and Europe and holds an MBA from the University of Toronto.