



Alan O'Neill

Speaker on change management, corporate culture and customer experience

Alan is a trainer, author, keynote speaker and international change consultant who drove changes to make Selfridges one of the most profitable department stores in the world.

Alan's biography

Alan O'Neill's Background

He is a visiting professor with ESA Beirut. For more than 30 years, he has worked with some of the most amazing companies around the world. He has supported iconic brands like Toyota, Getty Images, Harrod's of London, the United Nations, Dubai Duty Free, Primark, Intel, Moet Chandon with the 7-Steps to Profit.

Covid-19 is affecting almost every business in every country around the world. During this crisis, Alan is supporting organisations in person and on-line, to get a clear head, helping them to develop recovery plans and a speedy return to a new world.

Alan has lots of no-nonsense expertise with plenty to say. With tailored keynotes on the 7- Steps to Profit, [Change Management](#), [Culture](#) or [Customer Experience](#), He has a reputation for making the complex simple – being down-to-earth and practical – with a commercial focus that brings everything back to the customer. Wherever you are in your journey, Alan can inspire your team with great and practical ideas.

Alan writes for several publications, including a weekly advice column for the Sunday Independent – Ireland's leading business newspaper. He is the author of *Premium is the New Black* (Put the customer at the heart of your decision-making) and upcoming book *Culture Matters* (The 4 'Must-have' Values to Supercharge your Culture).

Alan's talks

- **The 7-Steps to Profit**

What is it that has made famous global organisations such powerful and successful organisations in their respective fields? What are their secrets to success?

They all have one thing in common and it's not that difficult! They all follow a very structured path to excellence that Alan describes as The 7-Steps to Profit. Alan's 7-steps to Profit is adapted from the secrets of the global giants and has already helped countless businesses around the world.

Wherever you are in your journey, Alan can inspire your team with great and practical ideas, taken from The 7-Steps to Profit.

- **Supercharge your Culture**

Everyone knows that culture eats strategy for breakfast. And if you get your culture right, you can take on the world. While others can copy your strategy – no one can copy your culture so it's vital that you exploit that competitive edge. Alan will share what it will take to achieve a high-performance culture for your organisation.

Alan can ask hard questions about your culture, your values and the engagement of your own people – and encourage you to take a fresh look at your own organisation culture.

- **Supercharge your Customer Experience**

As globalisation enables transparent comparisons and technology enables fast copying, how to differentiate from your competition is becoming more challenging. Product alone won't cut it anymore as customer experience has become the new battleground. He wrote the book on it! Premium is the New Black (Put the Customer at the Heart of all Decision-making).

Alan is passionate about customer service. He can tell you how to develop a culture of great service from the board-room to the front-line – whether you're B2C, B2B or Public Service. He knows that customer service has to be practical and drive sales – and it requires a fully engaged workforce. While that's obvious and sounds easy, we don't all do it. He will challenge you with examples, evidence and case studies to help you achieve consistency and to motivate your people into action to increase your sales.

- **Retail Apocalypse, Fake News**

From food to fashion, luxury to mass, big box to multiple site and travel retail to the high street, Alan has consulted with countless retailers for over 20 years.

Retail is changing rapidly and becoming even more complex. On-line for example, has completely disrupted the industry and has risen significantly throughout C-19. Coping with all that is an ongoing challenge – even for the best. However, blame for the alleged 'retail apocalypse' is too easily and frivolously attributed to the growth in on-line.

In actual fact, there's more to it than that. It's more like Retail Darwinism in front of our eyes. Bricks and mortar retailing is not dying. But bad retailing IS dying. Those organisations that are not embracing the changes around them, redefining customer-experience and investing appropriately, will continue to struggle.

Alan can reveal to you the secrets of the successful retailers in a way that you can learn from and adapt for your business. Selfridges in particular is an amazing success story, winning the award for best department store in the world, three times. Alan can share his insights and how he

supported them to achieve their ambition.

- **Supercharge your Change Management**

Change is a reality for all and it comes at us in many ways. Covid-19 is a significant example. But be careful, history shows that a small number of change programmes succeed. Your people will either enable it, or obstruct it.

Alan knows what it takes to drive change in a business. Across industry, he has led and facilitated many blue-chip companies through change and overcoming resistance. With case studies tailored for you, he will share the pitfalls and strategies for managing change, overcoming resistance and help you to land key messages for your business.

- **Selling Added-Value**

Premium brands traditionally command higher prices. But the downturn caused prices to drop in several sectors. Low prices are usually not sustainable and as the market returns to growth, the legacy of 'value' prevails.

Alan can inspire your team with tools, great stories and confidence to sell added value and achieve better margin again.

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