



ALAN O'NEILL

THE CHANGE AGENT

With over 30 years of experience from the board room to the front line, Alan O'Neill mba, The Change Agent - has supported iconic brands to achieve amazing results. In a dynamic world, he knows what it takes to drive change in a business – from top to bottom and back to front. It's about having a Customer-centric Culture, Engaged People, and a Supercharged Sales effort.

Across B2B, B2C and the Public Sector, his clients include global brands like Selfridges, Bank of Irl, Harrods, Eli Lilly, Intel, Lufthansa, Mercedes, Moet Hennesy, Ramada Hotels, Scottish Power, Sherry Fitz, St. Gobain, The UN, Vodafone, and more.

Up to 2004, Selfridges for example was a sleeping giant - but in recent years has achieved two significant accolades, it's officially the best department store in the world and one of the most profitable (per m2). Alan was their lead consultant for many years.

A consultant, trainer, non-exec director, an author, and a visiting professor with Ashridge, he is also a trusted mentor to many CEOs and board directors who seek his advice on various issues. Alan 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.

It is this unrivalled business acumen that has seen Alan chair and speak at conferences around the world and conduct master-classes with C-level executives. He asks hard and uncomfortable questions, e.g. *How do you change an old culture to prepare for emerging global challenges? How do you overcome cynicism and resistance to change? How do you overcome complacency and lack of accountability? How do you differentiate with customer-experience culture? How do you retain the best talent? How do you increase sales in a challenging and disruptive global market?*

Alan will adapt his stories, business models and real-life case studies in his specialist topics:

- 1. Change Management** • Dare to Change - how to embrace and drive change
- 2. Culture** • Build a High-performance Culture through Engagement and Empowerment
- 3. Sales Growth** • Supercharge your Sales - how to double sales in two years
- 4. Retail** • Adapt to the Future of Retail
- 5. Customer Service** • Customer-ize your Business - differentiate with great customer experiences