



## Kathy Cuff

Kathy Cuff, a Senior Consulting Partner for The Ken Blanchard Companies®, creates an effective and positive learning environment and motivates people to take action to improve the quality of their personal and professional lives. With a sincere commitment to meet each group's specific needs, Kathy brings humor, enthusiasm, and product knowledge to every training session and keynote speech.

Kathy works with people at all organizational levels, from entry-level employees through C-level executives. Her background in training and development with a wide variety of clients gives her the ability to flex her style in order to enhance her clients' learning experience. She has trained in a broad array of industries, including retail, pharmaceutical, medical, financial, technology, healthcare, and government. Kathy's areas of expertise are customer service, leadership, self-leadership, organization development, and change management.

Kathy's previous professional roles include planning events for prominent officials in Washington, DC. She is the coauthor of Blanchard's Legendary Service® customer service training program as well as many other Blanchard custom products. Kathy is also coauthor, with Ken Blanchard and Vicki Halsey, of the book *Legendary Service: The Key Is to Care*, a parable based on Blanchard's training program.

Kathy is a regular contributor to The Ken Blanchard Companies' LeaderChat blog ([www.leaderchat.org](http://www.leaderchat.org)). Her monthly posts explore various topics to identify best practices in customer service and servant leadership.

Kathy holds a Bachelor of Arts degree in Speech Communications from San Diego State University. She has also completed numerous professional development courses.

Kathy is a sports enthusiast and enjoys exercise of all kinds in her spare time.

### Industries

|                        |                 |
|------------------------|-----------------|
| Aerospace              | Health Care     |
| Automotive             | Hospitality     |
| Education              | Insurance       |
| Financial Services     | Pharmaceuticals |
| Government, US Federal | Retail          |

### Testimonials

*"We have been very pleased with Kathy's rare knack for teaching and encouraging all of us to understand the secrets of creating Raving Fans."*

—Nonprofit organization

*"Kathy did a great job! The comments after her presentation on leadership were very positive, and we are all looking forward to bringing her back in the future."*

—Hotel Sales and Marketing Association

*"Kathy created an engaging, interactive, and inspiring workshop that maximized our opportunity to build a service culture. It has influenced me to achieve more for myself, my customers, and my company."*

—Agency Services, Collections and Cancellations