

Jason Young

Author, speaker and trainer on high performance culture

Jason Young has been called a “rare breed” when it comes to developing leaders, teams and customer service initiatives. As a former senior-level manager at Southwest Airlines, Jason learned the value of a successful workplace culture. During his 10-years with the airline consistently rated No. 1 in customer service and employee satisfaction, he was a key driver in creating and developing the company’s innovative training programs for its successful leadership and customer service culture that have become renowned in the business world today.

Today, as president of Culturetopia, LLC, Jason shares his vision in developing successful corporate cultures and workplace environments with forward-thinking companies, including Starbucks, Ericsson, Farmers Insurance and Tyson Foods – among hundreds of others.

As a highly sought after motivational speaker, Jason offers insights and practical ideas that can be implemented immediately. His keynote presentations and training programs are in demand for audiences of all types – from senior level executives to front line employees. Jason’s messages reach to the core of every audience member with his unique style and engaging presentation skills. Participants are treated to a compelling experience that will change the way they view themselves, their customers and the company for which they work. The result is an inspirational encounter that resonates long after his presentation is over.

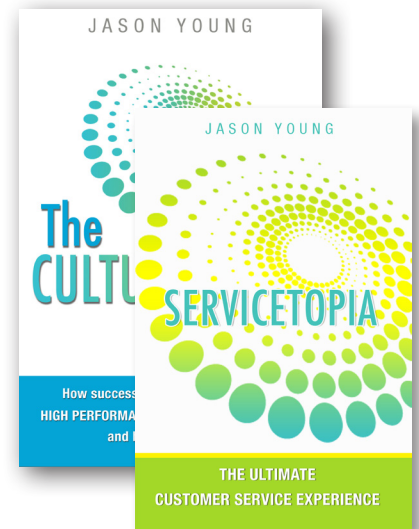


Jason Young Keynotes

- Culturetopia
- Servicetopia
- Performance Leadership
- Smart Teams
- The Southwest Effect

Jason Young Training

- Leadership
- Customer Service
- Teams
- Presentation Skills
- Diversity
- Communications



Jason Young's Books

Jason has captured his philosophy of creating a high performance culture in his book, *The Culturetopia Effect*. His newest book is *ServiceTopia - the ultimate customer service experience*, which is a playbook for customer service excellence. Both are ideal as a companion supplement to a keynote event or training program.

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“Jason Young is indeed a rare breed when it comes to developing leaders. His practical yet effective approach is highly contagious and will ignite any organization with long-term, positive, measurable benefits.”

Jim Wimberly, COO & Executive Vice President
Southwest Airlines

“Thanks for the very practical, enlightening and well presented program. The insightful information Jason presented was done in a way that our folks can actually put it to use in their individual lives.”

Mike Baker, Senior Vice President
Tyson Foods

“Our executive team was able to take the communication training that Jason Young provided and put it to immediate use. I have seen a difference in their presentation skills as well as their overall communication skills. It was some of the best training that we have seen.”

Rick Gillis, Vice President
Coca-Cola Bottling Company of North Texas

“Jason’s motivational style was entertaining as well as educational. The group left the meeting fully energized and excited to be providing the leadership that will create an associate-driven, high-performing, customer-focused environment within the competitive healthcare business.”

John H. Jeter, M.D., President and CEO
Hays Medical Center

“On behalf of all of us from the Port of Seattle, I want to thank you for your motivating presentation. We all came away deeply impressed and incredibly inspired.”

Mark Reis
Port of Seattle

“Every single person in attendance was greatly touched by the eye-opening presentation that you gave and the insightful and educational stories you told. You brought new meaning and understanding to the relationships that we have with each other, our friends and our families.”

Nancy Fitzgerald, General Manager
Production Group International

“I was very impressed with Jason’s insightful ability to immediately apply the current issues within our company to his excellent presentation. It was a huge success.”

Dan Lohr, Regional President
ALLTEL

Satisfied Clients

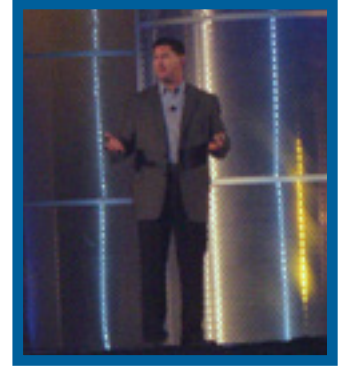
- Starbucks
- Coca Cola
- Radio Shack
- JC Penney
- Texas Farm Bureau
- Pekin Insurance
- Carbo Ceramics
- IHOP
- WI Valley Health Association
- Chubb Insurance
- SHRM
- AARP
- Aviation Insurance Association
- Holiday Builders
- American Bankers Association
- WA Bankers Association
- Oregon Bankers Association
- North Dakota Bankers Association
- Ohio Bankers League
- Venture Bank
- Citizen Bank
- Home Savings Bank
- Community First Bank
- Community First Bank
- Lone Star Bank
- Community First Bank
- Missouri Credit Union
- Coast Capital Savings
- Velocity Credit Union
- Cube Credit Union
- Texas Credit Union League
- Missouri Credit Union
- GMAC Financial
- Daimler Chrysler Financial
- NuVell Financial
- Santander Financial Services
- Lennox Service Expert
- Carrolls Restaurant
- Chuck E. Cheese Entertainment
- American Airlines
- Co-Serv Utilities
- Gage Homes
- Girl Scouts of America
- Jenkins & Gilcrest

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Keynote Presentations

Jason Young is an expert at integrating your meeting objectives into powerful and compelling presentations that touch the heart and motivate any audience! Here are his most popular keynote presentations:



Culturetopia – The High Performance Workplace

Based on his experience as an insider at famed Southwest Airlines and consultant to dozens of other Fortune 500 companies, Jason Young offers a dramatically different approach to creating and sustaining a high performance workplace. His solution for companies is to create an organizational culture where employees can do their best work and one that will produce the desired performance outcomes in productivity, profitability, employee retention and customer satisfaction – and that’s Culturetopia!

Servicetopia – The Ultimate Customer Service Experience

Jason Young shares how a company can create Servicetopia! – an environment where all employees are aligned with the mission and vision of the company and go to work everyday committed to providing exceptional service. They understand their **purpose** in the organization. They perform their duties with **passion** as they seek to meet every customer’s needs. They are **professional** and work tirelessly to build customer loyalty. They follow a carefully outlined **process** to ensure customer satisfaction and eliminate pain and frustration. And in the end, they add a little **pizazz** to surprise and delight the customer.

The Southwest Way – Successful Practices of a Market Leader

Southwest Airlines has given the business world a textbook example that providing fabulous customer service and maintaining high employee morale in a low-cost environment is possible – and indeed profitable. But what’s the real story? As a key developer of Southwest Airlines’ legendary positively outrageous customer service and leadership training programs, Jason shares the inside story behind the success of Southwest, a company consistently rated No. 1 in customer service and employee satisfaction.

Lead Smart – High Performance Leadership

Jason Young teaches that great leaders develop, motivate and empower people to achieve extraordinary results while providing vision and guidance throughout the entire process. Smart leaders know that is more than a mere statement of fact, but rather a personal and professional challenge to be met everyday. Faced with two choices – lead smart or die – they understand the new definition of becoming a person of influence and how that applies to everyone in the organization.

Smart Teams – Creating Teams that Succeed Together

Jason Young digs deep to share the foundational truths that help individuals work together as a team or workgroup to achieve real success. If the “operating system” is based on a shared vision, shared goals, and shared values, teams will be able to foster trust and mutual respect for one another. This type of active and purposeful collaboration leads to real empowerment and team momentum.

New Diversity – Engaging the Generational Workforce

The workplace is filled with significant generational differences and associated challenges between Traditionalists, Boomers, Generation X-ers, and the newest group – the Millennials. Each generation learns, values, thinks, develops differently and must be led differently. Yet each generation has common ground which leaders can leverage and build on. In this presentation, Jason Young shares critical insights on how anyone can coach and manage each generational group with intentionality and success.

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Training Plus Development Sessions

For more extended training and development programs or conference breakout sessions, Jason Young offers these modules in half-day or full-day formats.



Lead Smart – Leadership Skills Essentials

This module is a unique developmental process that addresses essential leadership skills necessary to create highly productive work environments where employees can do their best work. The program is designed to assist and inspire front-line supervisors, leaders and managers at every level in transforming their workplace and improving bottom-line performance.

Culturetopia – Creating the High Performance Workplace

This program is designed to build fundamental workforce skills necessary to create a highly productive culture resulting in improved performance metrics. This module will help to identify and create an effective company culture impacting morale, relationships, productivity and communications.

Servicetopia – The Ultimate Customer Service Experience

A program to value, define and implement a focused, customer service approach – one that places a system-wide preeminence on customer satisfaction. This module teaches your organization how outrageous internal and external customer service can transform a company and impact the bottom line.

Team Smart – Teams Skills that Work

This program designed to achieve the goal of every team – more work, better work and faster work. The only way to achieve more, better, faster is through empowered, motivated and high-performing teams that work together to utilize shared values, common goals, and engaging communications.

Resolve Smart – Conflict Resolution Skills

Based on famed Thomas-Kilmann research which studied disagreements and people's preferences for dealing with conflict situations, this program provides key insights, tools and methodology for managing and resolving all types of conflict – and creating a healthy workplace environment.

Change Smart – Navigating the Change Process

Change is never easy but it doesn't need to be difficult. This module helps employees understand the basis for accepting, embracing and leveraging any organizational change to everyone's benefit. Participants learn the critical foundation and tools for navigating the change process in a healthy manner.

Gen Smart: Managing Millennials and Generational Diversity

Gen Smart workshop helps leaders understand their Millennial employees and on some fundamental areas that have been shown to make a difference. This workshop focuses on specific skills that managers at any level can use to improve the effectiveness of a diverse generational work force.

Sell Smart – Customer Focused Sales Skills

This module teaches a unique customer-centered selling methodology applicable for any type of organization desiring a productive and profitable sales force. The program is built on instilling a sustained and integrated consultative process and high-level communication skills for front-line employees, sales professionals and sales management.

Talk Smart – Effective Presentation Skills

Whether it's through sales presentations, speeches, one-on-one meetings – or just serving a customer, the ability to connect and communicate with your audience is critical. This module will teach the essential communication skills every employee needs to transfer knowledge, deliver customer service, inspire others, and get results.