



MEET OUR EXPERTS

Kathy Cuff

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

She works with people at all organizational levels, from entry-level employees through C-suite executives. Her background in training and development with a wide variety of clients gives her the ability to flex her style to enhance her clients' learning experience. Kathy has trained in a broad array of industries, using her expertise in customer service, leadership, self leadership, teambuilding, building trust, and coaching. She also works with leaders to create their leadership point of view.

Prior to joining Blanchard®, Kathy worked in Washington, DC, in the political realm doing event planning and speaker engagements for prominent cabinet members, officials, and members of Congress.

She is a coauthor of Blanchard's Legendary Service® customer service training program and 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 Blanchard® *LeaderChat* blog (www.leaderchat.org) and webinars. Her posts explore various topics to help users identify best practices in customer service and leadership.

Kathy holds a Bachelor of Arts degree in Speech Communications from San Diego State University and has completed numerous professional development courses. She is a sports enthusiast and enjoys exercise of all kinds in her spare time.

Industries:

- Computer Software
- Construction
- Education
- Financial Services
- Government – US Federal
- Healthcare
- Insurance
- Pharmaceuticals Manufacturing
- Retail
- Telecommunications Services

"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."

—Director, L&D, Agency Services

"Kathy's ability to reach, relate to, and inspire leaders and frontline staff is extraordinary. The Legendary Service Program and partnership with Kathy Cuff are quantifiable profitable assets on our balance sheet!"

—System Director, Healthcare