THE **COMPASSIONATE GEEK**®

DON CRAWLEY
AUTHOR, KEYNOTE SPEAKER
AND CORPORATE TRAINER
MEDIA KIT

About Your Speaker

DON R. CRAWLEY, CSP

Linux+ and IPv6 Silver Engineer
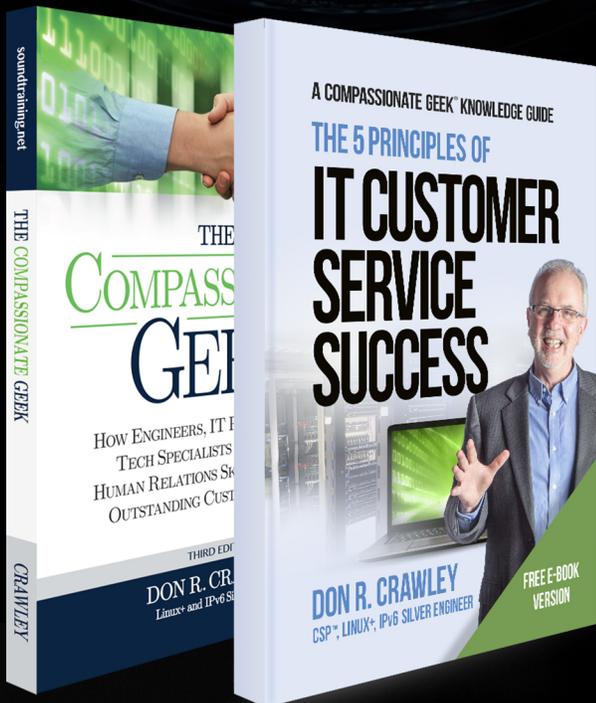
Author of seven books for IT people, Don R. Crawley, CSP, Linux+ and IPv6 Silver Engineer, is a lifetime geek who informs audiences worldwide on how to enhance IT customer service through compassion, empathy, and respect.

Don has more than four decades experience working with workplace technology and automation and holds multiple technical certifications. In addition to being a best-selling author he has spoken before audiences in all 50 states and Canada, plus Australia, Great Britain, India, Ireland, the Sultanate of Oman, and Scotland.

Don's web site is *www.doncrawley.com* and he blogs at *www.compassionategeek.com*.

Author of The Compassionate Geek® and The Accidental Administrator® series of books for IT professionals

KEYNOTES • BREAKOUT SESSIONS • TRAINING

CONTACT INFORMATION

Call (206) 988-5858 • doncrawley.com • Email: don@doncrawley.com

Follow Don online at:

facebook.com/DonRCrawley • compassionategeek.com

@doncrawley • doncrawley.com/videos

CSP — NATIONAL SPEAKERS ASSOCIATION — CERTIFIED SPEAKING PROFESSIONAL

MEMBER NSA® — NATIONAL SPEAKERS ASSOCIATION

CRAWLEY INTERNATIONAL, INC.

Customer Service Skills for Tech People

DON CRAWLEY, CSP

works with tech people who need to improve their customer service skills.

WHAT CLIENTS HAVE TO SAY:

"Don was very approachable and helpful … He knew the material well and seemed to personally be interested and into it."

—Facebook, Navid Mansourian

"Don was able to really help focus our IT team on service delivery by providing tools, concepts and stories that enabled our highly qualified group to excel even more—delivering clear and obvious business value."

—American Superconductor, Michael P. Richardson

"Excellent job. It really got me thinking about my customers and found areas where I can improve myself."

—Discover Card, Elizabeth Vera

"The results were fantastic immediately … watching three of my team members who were struggling with the very topics you were touching on … They went out to the client they'd had a difficult interaction with and immediately resolved it."

—National Institutes of Health (NIAMS), Jeffrey Whitehead

"Don is an excellent public speaker and his knowledge of the subject was superb, after all he did write the book on the topic."

—TrainSignal, Kasia Lorenc

"If you're interested in learning from a down-to-earth guy who knows what he's talking about, consider Don Crawley."

—WideOrbit, Paul Nicholson

HOW TO BE A COMPASSIONATE GEEK

Success strategies for you and your IT staff

- Improve collaboration and productivity
- Implement the five principles of IT customer service
- Develop emotional intelligence skills
- Learn solid skills for dealing with difficult customers
- Build excellent listening skills
- Uncover ways to show you care
- Master communication through email and other text-based communication tools
- Learn how to say "no" without alienating your end user
- Learn how to manage your stress

PROGRAMS

IN PERSON

How to Be a Compassionate Geek (20 to 60 minutes)

Customer Service, Compassion and Computers: Making Them Work Together to Enhance Customer Relationships (3 to 12 hours)

ONLINE

How to Be a Compassionate Geek (60 to 90 minutes)

MEMBER
NSA ®
NATIONAL SPEAKERS ASSOCIATION

Don Crawley, CSP knows IT customer service. He's the author of *The Compassionate Geek®* series of books on IT customer service. He has spoken to audiences worldwide on the art of serving end users, and he has worked with workplace technology for more than 40 years. Don is a lifetime geek, plus a veteran communicator, based in the global tech hub of Seattle, Washington.

Don R. Crawley, CSP, *Professional Speaker*
(206) 988-5858 • don@doncrawley.com
www.doncrawley.com
Seattle, Washington USA

NSA CSP CERTIFIED SPEAKING PROFESSIONAL

MEMBER
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Keynote Address:

How to Be a Compassionate Geek

Creating Human Connections for IT Customer Service Success

by **Don R. Crawley, CSP**, author of *The Compassionate Geek®: How Engineers, IT Pros and Other Tech Specialists Can Master Hu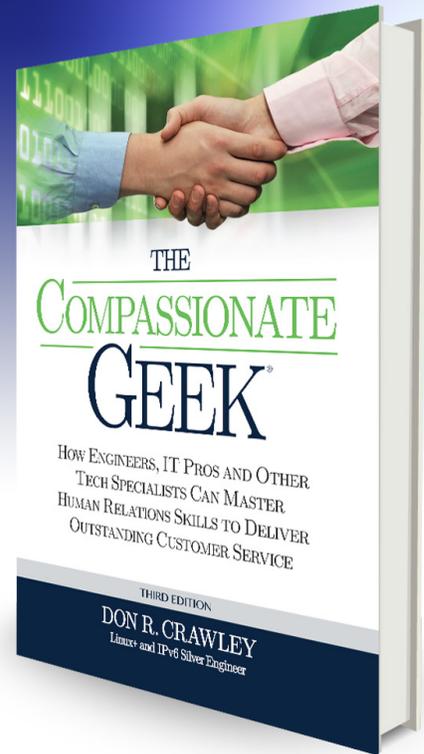man Relations Skills to Deliver Outstanding Customer Service* and the *Accidental Administrator®* series of books for IT professionals

Energize and empower your IT staff to amaze customers, end users, and workplace colleagues in this 20 – 60 minute entertaining and thought-provoking keynote address. Don will introduce the five principles of compassionate customer service with interactive exercises, personal stories, and anecdotes. Participants will then learn roadblocks that get in the way and powerful tools for success. This fast-paced, results-oriented keynote is designed specifically for today's technical professional.

KEYNOTE OUTLINE

- The Five Principles of Compassionate Customer Service in IT
- Roadblocks that Get in the Way
- Powerful Tools for Success

LENGTH

Typically 20 to 60 minutes. The length can be tailored to meet your specific needs.

MATERIALS

You will receive a PDF handout with a license to print copies for attendees.

Additionally, keynote customers can purchase copies of Don's book *The Compassionate Geek: How Engineers, IT Pros, and Other Tech Specialists Can Master Human Relations Skills to Deliver Outstanding Customer Service* at a discount, based on the number of copies purchased.
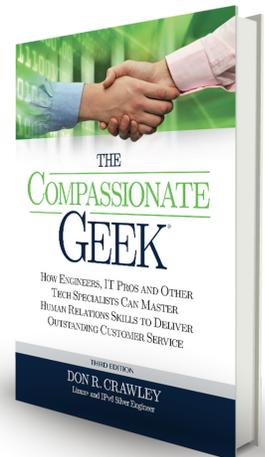
CUSTOMER COMMENTS

"Don provided tools, concepts and stories that enabled our highly qualified group to excel even more—delivering clear and obvious business value."

—Michael P. Richardson,
American Superconductor

"Thanks to Don for presenting both at the Seattle Area System Administrator's Guild meeting and at the Cascadia IT Conference. Don's talks were popular with the audience and well received."

—Paul English,
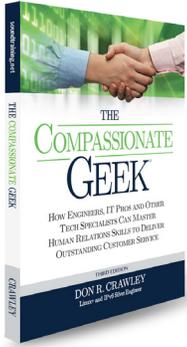Seattle Area System Administrator's Guild

"Excellent job. It really got me thinking about my customers and found areas where I can improve myself."

—Elizabeth Vera,
Discover Card

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Books for IT Professionals

from author Don R. Crawley, CSP

The Compassionate Geek: How Engineers, IT Pros and Other Tech Specialists Can Master Human Relations Skills to Deliver Outstanding Customer Service

In *The Compassionate Geek*, author Don R. Crawley, CSP builds on the lessons in his previous books to show technical staff members practical ways to improve communication with end users and customers to deliver outstanding customer service. Each chapter includes a reflection and discussion section to help you improve your customer service skills. There are lots of personal stories and examples of mistakes made and lessons learned. This new edition adds an entire chapter on overcoming personal and professional obstacles.
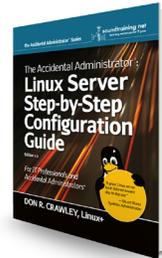
ISBN: 978-0-9836607-3-6   *(Also available in Kindle Edition)*
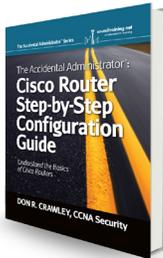
The Accidental Administrator®: Cisco Router Server Step-by-Step Configuration Guide

Is packed with interactive, hands-on exercises, loads of live screen captures, and easy-to-follow, step-by-step examples to help you master your Cisco router. Applicable to all IOS-based routers, it's the most straight-forward approach to configuring and managing a Cisco router. Chapters cover understanding TCP/IP, IP version 6, routing access-lists and more. There's no boring theory, just loads of practical, down-to-earth advice, tips, and techniques.
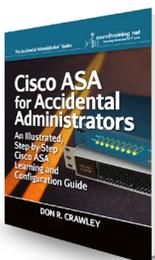
ISBN: 978-0-9836607-2-9
(Also available in Kindle edition)

Cisco ASA for Accidental Administrators®

As a major update to the previous ASA book, this new edition is packed with 48 easy-to-follow hands-on exercises to help you build a working firewall configuration from scratch. Based on software version 9.x, it continues as the most straight-forward approach to learning how to configure the Cisco ASA Security Appliance. There's no time wasted—the essentials are covered in chapters on installing, backups and restores, remote administration, VPNs, access lists, AAA (authentication, authorization and accounting), and much, much more.

ISBN: 978-0-9836607-5-0
(Also available in Kindle edition)

The Accidental Administrator®: Linux Server Step-by-Step Configuration Guide

Packed with 44 easy-to-follow hands-on exercises, it's the most straightforward approach to learning how to configure a CentOS/Red Hat/Fedora Linux server. Chapters cover the essentials on installing, administering, user management, file systems and directory management, networking, package management, automated task scheduling, network services, Samba, NFS, disk quotas, mail servers, Web and FTP servers, desktop sharing, printing, security, routing, performance monitoring, management tools, and more.

ISBN: 978-1-45368-992-9
(Also available in Kindle Edition)

Tweeting Linux: 140 Linux Configuration Commands Explained in 140 Characters or Less

Is a straight-forward approach to learning Linux commands. Each command is explained in 140 characters or less, then examples of usage are shown in screen captures, and details are given when necessary to explain command usage. You'll see the most commonly-used commands plus a few gems you might not know about!

ISBN: 978-0-98366-071-2
(Also available in Kindle Edition)

What People Are Saying ...

about Don Crawley's Compassionate Geek® keynotes and corporate training programs

"Don is absolutely fantastic to work with for speaking engagements. His message is right on point, he understands and identifies with his audience. He takes concepts that are easy to understand but hard to implement and gives the audience practical tips and tools to help them make changes. His audience leaves the room with actionable information that will help them improve all of their customer relationships.

From a logistics stand point, he couldn't make it any easier. He asks for what he wants and then coordinates well to make it all work seamlessly within the boundaries of options available. He was fantastic pre and post event with support, promotion, and engagement."

— Lisa Person, DirectorMember
    Communities
    CompTIA

"I had the pleasure of working with Don on a webinar for TrainSignal on the topic of customer service for IT professionals. Don is an excellent public speaker and his knowledge of the subject was superb, after all he did write the book on the topic. What I liked about working with Don on this project was that he made sure to keep it interesting and interactive; webinar attendees were given a handout at the beginning of the session and had the opportunity to follow up with Don after the webinar. In my opinion, Don went above and beyond in his role as a presenter and did an outstanding job. I hope I get the opportunity to work with him again."

— Kasia Lorenc
    TrainSignal

"In today's hi-tech world, there are few people who "get it" when it comes to fully understanding the large disconnect between users of technology and service providers. Don is one of the few. Don was invited to speak at our company's annual meeting of healthcare IT CIOs. All of our attendees are challenged daily with providing services and support to a hospital staff that ranges from admission registrars to physicians. Don did an amazing job in a short amount of time explaining and providing real world examples of how to engage IT employees and bridge the gap with their customers. Our attendees were attentive and appreciative of Don's message. Many commented afterwards that they plan to implement the principles of Don's message. I highly recommend Don and his book for any company who provides technology!"

— Hershell Foster, Vice-President
    InfoPartners, Inc.
    Nashville, TN

"Thanks for exceeding our expectations. I enjoyed not only the message but the style in which it was delivered. You are a real pro!"

— Don F. Lowe, Chief Executive Officer
    Franchise Services, Inc.
    Mission Viejo, CA

"Don was very approachable and helpful during the training. He knew the material well and seemed to personally be interested and into it."

—Navid Mansourian
    Facebook, Inc.

"Several members of our IT department including myself attended Don's Help Desk Customer Service training class a few years ago to help us become an even better support team. His instruction was insightful and everyone took something with them from the class. Don's class helped reinforce some of the new things we knew but gave us a better perspective at looking at both sides of a help desk customer support role."

— **Kevin Bisignano**
   Mosaic

"Don presented an abbreviated talk on customer support to my extended team of computer professionals. Many were skeptical but Don communicates as an engineer and he kept them engaged. If you want walking on hot coals, hire a showman. If you're interested in learning from a down-to-earth guy who knows what he's talking about, consider Don Crawley."

— **Paul Nicholson**
   WideOrbit

"Don's "Compassionate Geek" training has really resonated with our Customer Success staff, and fits well with the culture of our company. Don's extensive experience in IT, combined with a unique and powerful perspective on customer service, makes him a very effective advocate for treating end users with the respect and care we all deserve."

— **David Edwards, Director**
   Learning & Development for IT,
   GapTech (Gap, Inc.)

"Don provided his Customer Service, Compassion, and Computers seminar to our team this month. As IT professionals in the public sector, we work hard to provide excellent service to the people that we serve and to defy some negative stereotypes of government employees. Not only did I thoroughly enjoy Don's seminar, I learned a lot of great ideas on how we can continue to improve customer service in our organization. I appreciate how Don spoke "our language" which made us all more receptive to the message. Probably the best testament of this seminar was seeing a room full of our IT professionals fully engaged all day—NO mobile phones. I highly recommend Don's customer service training and books for IT professionals."

— **Kevin Carr, CIO**
   Denton County, Texas

"The results were fantastic immediately ... watching three of my team members who were struggling with the very topics you were touching on. They were passionate about it, they were excited. They went out to the client they'd had a difficult interaction with and immediately resolved it."

— **Jeffrey Whitehead**
   National Institututes of Health (NIAMS)

"Don referred to work associates, friends, strangers, pretty much everyone as your brothers and sisters...if we all had this mentality we would definitely treat people differently and provide higher level of help. ..to me [it] was not only a lesson in customer training but also a lesson in life."

— **Brendan Pollard, EMEA Snr IT & Dublin Site Manager**
   Cadence Design Systems, Inc.

"Don Crawley was a keynote speaker at our annual conference recently where he spoke to us about using compassion in our daily jobs as IT Professionals. The take-away lessons were invaluable. His thought provoking testimonies, suggestions and advice given during his presentation were eye opening, even though I thought going in that I knew how to show compassion to my "customers" when providing technology support. I would highly recommend Don to anyone seeking this type of instruction. Not only was the presentation highly received by our membership, but working with Don in the planning stages of the conference was a breeze. He is a very kind and compassionate (geek) human being!"

– **Roni Argetsinger, Technology Manager**
   Diocese of Des Moines

"Don provided a great day of insight, stimulating conversation, training, and opportunity for staff to ponder their own personal growth in regards to Customer Service. Staff were engaged from the beginning and all through the day of tough questions. Don provided excellent comments and feed back to a technology group that continues to struggle with the balancing act of lean finances/ staffing and yet desiring to provide the best for our support base. If your staff have been nose to the grindstone for a few years, it's a great training that is up-to-date provided by a person who understands our technology's quirky natures."

— Reba Stowe, Customer Support Manager
City of Auburn

"Don spoke at one of our partner conferences, Automation Nation. The audience was primarily IT solution provider technicians, managers and business owners. His message was right on target for our attendees. The audience was completely enthralled during his speech and his message has resonated well after the event came to an end.

I still have partners come up and talk with me about the "Compassionate Geek" and share how much Don's message meant to them. Don is an amazing speaker and author; and on top of that, he is a delightful person to work with. This makes me think he definitely practices what he preaches. If you are looking to share a message that brings humanity into the world of technology and looking to work with a consummate professional who brings joy to your event, look no further. Don is an amazing contributor to our partner community and his message is timeless!"

— Amy Hodge, Senior Director
Community at ConnectWise

"Don's book and speaking both address a critical area for IT professionals in a way we can understand. Thanks to Don for presenting both at the Seattle Area System Administrator's Guild meeting and at the Cascadia IT Conference. Don's talks were popular with the audience and well received."

— Paul English
Seattle Area System Administrator's Guild

"Excellent job. It really got me thinking about my customers and found areas where I can improve myself."

—Elizabeth Vera
Discover Card

"I had the pleasure of partnering with Don on a recent non-profit fundraising campaign. As the "grand finale" spokesperson for the campaign, Don delivered a memorable, succinct, powerful short speech that inspired and motivated. I appreciated his ability to convey key concepts in a way that was fresh and imaginative: he crafted an analogy that crystallized the message and captured the audience. Happy to report we met our fundraising goal. Bravo and great job, Don!"

— Sue Warner-Bean, Owner/Principal
Sue Warner-Bean LLC

"Don was able to really help focus our IT team on service delivery by providing tools, concepts and stories that enabled our highly qualified group to excel even more—delivering clear and obvious business value."

— Michael P. Richardson
American Superconductor

"Without a doubt, Don Crawley is one of the most effective and personable IT communicators I have ever met. Don delivered a wide variety of training programs, both technical and non-technical, for my company between 1997 and 2008. The depth of his knowledge and his ability to translate challenging, often complex information into a form that his audiences can both understand and use puts Don in the upper echelon of computer trainers. Don really loves what he does, and that passion is what makes him good at it. If you have the opportunity to work with him, I encourage you to do so.

— Bob Potemski
SkillPath Seminars

Read more recommendations and learn about Don on his LinkedIn profile • www.linkedin.com/in/doncrawley

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