



Keynote Address:

# How to Be a Compassionate Geek

## Creating Human Connections for IT Customer Service Success

by Don R. Crawley, author of *The Compassionate Geek®: How Engineers, IT Pros and Other Tech Specialists Can Master Human 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

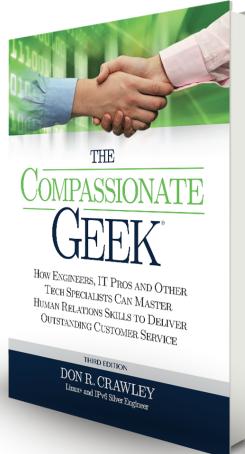
### LENGTH

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 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

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

—Elizabeth Vera,  
Discover Card

*"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