

# Lynda King Taylor

2012

*"Helping you create new horizons"*

*"When building brand & restoring reputation the greatest danger is not that our aim is too high & we miss it, but that it is too low & we reach it"*



One of the few female corporate speakers whose message and mission travels across Europe and beyond. Lynda King Taylor is recognised as one of the UK's foremost experts, and exports, on cultural change, improving quality, 'value for money' and performance at the customer service and brand reputation delivery levels. Her case study experience and expertise in building the resilient organisation is from working knowledge gained across all sectors of business and public service. Her work covers all aspects of customer/community relationships and diversity management and advising organisations on achieving excellence through best practice, presentation and leadership skills. Her current interest is the better management of critical incident contributing to corporate success in uncertain and unkind environments.

Lynda is also the Marketing Executive for WOW, the UK's national award for outstanding customer service.

Lynda's work on bringing teams of minority and 'hard to reach' communities together to fight crime and social injustice was recognised in 2006 by the former Prime Minister Tony Blair and her receiving of the 'Taking a Stand' Award from the Home Office. Lynda can come into an organisation and provide insight and experience, develop solutions which address a particular issue or to accelerate growth and add value through improvements in customer service. She brings fresh thinking tailored to specific situations. Lynda has written many books over the last 20 years on corporate governance, and more widely on customer satisfaction and achieving corporate excellence. She is currently working with Edward De Bono tackling crime through innovative thinking. Lynda is working on her next book on the ultimate in customer service, business continuity and disaster recovery - the loss of corporate and brand reputation when an organisation does not manage meltdown, chaotic events, catastrophe or sudden shock whether accidental or deliberate. Lynda is also upgrading her book *'Can you succeed in business and still get to Heaven'* - a collection of corporate case studies on best practice social responsibility & ethical boardroom behaviour.



Lynda and Tony Blair

## STOP PRESS

Lynda's experience across all areas of policing & community cohesion has produced her authoritative book on 'The Future for Policing - rhetoric, reform, reality'. Its wealth of wisdom with unique unrivalled interviews, including police chiefs, constables, policing partners, agencies & authorities, has produced a 'must-have read'

[www.lyndakingtaylor.com](http://www.lyndakingtaylor.com)

To chat with Lynda or her team please contact  
tel : +44 (0) 20 7262 1531  
fax: +44 (0) 20 7706 1551

✉: [LKTLondon@aol.com](mailto:LKTLondon@aol.com)

## Objectives

- \* Managing risk and reputation
- \* Identify the critical ingredients to achieve a competitive advantage.
- \* Work on managing meltdowns.
- \* Controlling chaos and collapse
- \* Restoring reputation and relationships.
- \* Formulate and execute excellence strategies.
- \* Discover the secrets of winning.
- \* Ensuring that the key source of value is the relationship between the informed customer and the creative employee.