



Denyse DRUMMOND-DUNN

The Art & Science of Adopting a Customer-First Strategy & People-Centred Businesses.

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Denyse got to know our internal processes, pain points & strengths, before she custom designed the course, materials & goals.

-Vanessa Oshima, Coca-Cola



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Speaking Topics

What Would Our Customers Think of Our Decision?

The only way to win in business is to do whatever it takes to surprise and delight your customers. Make sure your decisions won't damage this.

Customer Insight is the Foundation of Every Successful Brand and Business

Discover the 7-step CATSIGHT™ Process and the three foundational steps to brand building that most companies don't know or have forgotten.

It's Not What You Do That Matters, But The Why That Leads to a Happier Life.

The reasons why so many people are unhappy in their jobs, think of changing but never do. And how you can identify your ideal career

Intuition in Leadership & Marketing

Why we ignore intuition in the workplace and five ways to tap into your own for a more effective leadership style and successful business.

Bio

Denyse is a new age marketer with a global career spanning over 30yrs in Nestle, PMI & Gillette. Her creativity, technical expertise & cultural sensitivity, together with an innate intuition for winning strategy, provides her clients with an unfair advantage.

Through C3Centricity she now helps organisations adopt a customer-first strategy, proven to grow a business 7x faster & 60% more profitably.

Denyse's book "Winning Customer Centricity" is claimed a "must-read for today's & tomorrow's marketers" by Paul Polman, Unilever's former CEO.



Offerings and Rates

1 hour Talk

Short, sharp, in-depth overview of a single topic to a small group with discussion.

\$ 2-3,000

Half day seminar

Four-hour workshop for up to 25 participants, including workbook

\$ 6-8,000

Keynote Speech

Conference, summit or meeting appearance to address precise requirements

\$ 8-15,000

Full day Workshop

7-8 hour workshop for <25 participants, including workbooks & templates

\$ 10-15,000