

Robin Lawton is an internationally recognized author, executive coach and expert in creating rapid strategic alignment between enterprise objectives and customer priorities. Rob has directed strategic and operational improvement initiatives since 1985. His leadership and management clients worldwide come from a wide variety of knowledge-intensive fields including industry, government, technology, healthcare, banking, energy, utilities and education. He has lived in Latin America and traveled extensively. Rob was a foster parent twice before becoming an international adoptive parent in 1998. These diverse experiences have had a great impact on his unique ability to understand and solve complex organizational issues with simplicity that many clients have referred to as “thinking different”.

He coined the term “customer-centered culture” with his first book, *Creating a Customer-Centered Culture: Leadership in Quality, Innovation and Speed* (5-star rated at www.Amazon.com). His latest book, *Mastering Excellence: A Leader's Guide to Aligning Strategy, Culture, Customer Experience & Measures of Success*, greatly expands on his ideas. Rob’s books and many articles reveal the passion he has to transform thinking and transfer his methods to others. The major vehicle for that technology transfer is his customer-centered culture system, referred to as C3.

Thousands of executives, Master Black Belts and other change leaders have used Rob’s powerful, easy-to-understand C3 principles and system to improve and measure service, knowledge work, customer experience and employee engagement. Rob has been published and referenced by many other authors worldwide. As a direct result of applying his ideas, clients have won prestigious awards from their industries, peers and recognition such as the Baldrige National Award.

Mr. Lawton dramatically changes how his audiences think about what they do, who they do it for, what the priorities really are and the role of leadership in making magic happen for their customers and followers. He does this with humor and a highly interactive delivery style with thought-leading material few have experienced. The pragmatic and engaging way he connects his ideas to everyday work and experience creates a new version of common sense and enlightened possibility.

Clients have said Rob is the management thought-leader for the 21st century, equal to what Ackoff, Juran, Deming, Drucker and others were for the last century. Mr. Lawton has been ranked #1 of 88 speakers by American Society for Quality and featured by leadership organizations such as the Japan Management Association, Chamber of Commerce, Federal Executive Board, Association for Manufacturing Excellence, American Marketing Association, International Conference on ISO 9000.