



**Phillip Van Hooser, MBA, CSP, CPAE**  
**Introduction**

Phillip Van Hooser knows firsthand what transforms managers into *leaders* and service providers into *service professionals*.

From his experience as a manager in **FORTUNE 500** America, Phil knows the leadership methods that inspire employees to improve their performance and productivity. As a director for a locally owned community bank, Phil clearly understands the link between exceptional customer service and profitability.

Phil began sharing this "insider's look" at leadership when he made the leap from corporate executive to entrepreneur. In 1988, armed with an MBA and experience in the trenches, Phil took the leadership truths he discovered and began sharing them with companies who understand that "Cultivating Great Leaders Creates Competitive Advantage."

For twenty plus years, companies large and small, have trusted Phillip Van Hooser and his expertise to provide solutions for the leadership development issues their people face.

Phil doesn't just talk the talk. His popular books, "**Willie's Way**" and "**We Need to Talk**" and his leadership development initiative, **Leaders Ought To Know™** have been used by corporations around the globe to cultivate great leaders who create competitive advantage.

Phillip Van Hooser's approach to leadership is based on actual experience and incorporates practical applications. A gifted storyteller, Phil masterfully uses real world examples to illustrate the transformational impact leaders can have on the success of their organizations. Phil's inspiring message and practical strategies will TRANSFORM the way YOU LEAD your employees and SERVE your customers!

Please welcome Phillip Van Hooser!