



**Red Carpet Learning**  
WORLDWIDE

## Employees First! Inspire, Engage, and Focus on the HEART of Your Organization.

The world is changing and it's time to reimagine and reshape your employee experience. That means taking care of the people who take care of your customers. We've all gone through a collective values readjustment. Priorities and expectations are different and what worked to attract and retain good employees before won't work today.

Employees First! presents recognition strategies and appreciation techniques, but it goes deeper than that. You will learn how giving your team members a voice in your company, supporting them with knowledge and training, giving them purpose and equitable pay, translates into higher productivity and happier customers. Discover what real empowerment is, and why building a diverse culture of inclusion is beneficial to all involved.

Based on her latest book by the same name, Donna will share many tried and true ideas for rolling out the red carpet for your new hires and keeping it out for the long term, as well as tips on how to foster a culture of kindness and create space for coworkers to lift each other up. Most of all, you'll gain strategies for honoring the very people who make your company what it is—your internal customers—your team.



**I can sum up Donna's energizing and positive presentation in one word. WOW!**

~ **Karen Brewer**,  
Director of Education,  
North Carolina Assisted Living Association.

To BOOK Donna visit [www.RedCarpetLearning.com](http://www.RedCarpetLearning.com) or  
Email us at [STARS@RedCarpetLearning.com](mailto:STARS@RedCarpetLearning.com)



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### **About Donna Cutting, CSP**

Donna Cutting, CSP is the Founder & CEO of Red-Carpet Learning Systems and works with organizational leaders to create cultures of happy people who deliver exceptional service. She's the author of three books including *The Celebrity Experience: Insider Secrets to Delivering Red-Carpet Customer Service* (Wiley, 2008), *501 Ways to Roll Out the Red Carpet for Your Customers* (Career Press, 2015), and *Employees First! Inspire, Engage, and Focus on the HEART of Your Organization*. (Career Press, 2022)

She's been named a Top 30 Global Guru of Customer Service and Organizational Culture, and earned the Certified Speaking Professional designation through the National Speaker's Association. Donna also has the Certified Virtual Presenter designation through E-Speakers. She's been featured or published in a variety of media outlets including Investor's Business Daily, Forbes.com, SUCCESS Magazine, CEO World, McKnights Senior Living, the Black News Channel, and more.

