

LEADERSHIP IN EXCELLENCE & CUSTOMER FOCUS

Presented by
Robin Lawton
International Management Technologies, Inc.
Best-selling author
Ranked #1 of 88 international speakers
www.imtC3.com

When was the last time you were entertained and got truly new insights at the same time? The Edgerton Quality Award is excited to bring you two phenomenal interactive webinars on March 13 and March 20, 11:00 AM – 1:00 PM Central Time, conducted by nationally acclaimed speaker and best-selling author, Robin Lawton. You'll find "**The 12 Voices of the Customer**" and "**Customer Centered Innovation: mousetraps, iTunes and the Roadmap to WOW!**" to be the best investment of your time.

Rob has an engaging presentation style and practical tools for you to apply now. And the price for each 2-hour session is just a few bucks above free. If you register using the **EQA**—Edgerton Quality Award code you can register for as a team of 3 for \$50 per person or \$95 for an individual. (Please register by Wednesday, March 11!)

Mr. Lawton was ranked #1 of 88 speakers by ASQ last year. "**Creating a Customer-Centered Culture: Leadership in Quality, Innovation and Speed**", is 5-star rated on Amazon. Rob's work with industry, healthcare and government for the past 30 years has made him an internationally recognized expert on voice-of-the-customer, measuring satisfaction and innovation in the non-widget knowledge world. Organizations have repeatedly experienced over 5-to-1 returns on their improvement efforts, won their state Baldrige Awards and achieved other recognition as a direct result of using his methods.

- 3/13: "The 12 Voices of the Customer: how to uncover, translate, measure and deliver what customers want"
- 3/20: "Customer-Centered Innovation: mousetraps, iTunes and the Roadmap to WOW!"

Who Should Attend: Managers, change agents, project teams, innovation leaders
Details and Registration: <http://www.imtc3.com/events/UpcomingEvents.cfm> or call Mr. Lawton's office for personalized answers at 941-907-0666. Use promotional code **EQA** for your best price.