



ROBIN L. LAWTON

Author, Motivational Speaker, Consultant, Workshop Leader

Mr. Robin Lawton is an internationally recognized expert in creating rapid strategic alignment between enterprise objectives and customer priorities. He has over 25 years experience directing both strategic and operational improvement initiatives. He has developed and deployed powerful but easy-to-understand principles, strategies and tools to improve and measure service, knowledge work and customer satisfaction.

The Missouri Department of Revenue and Lawrence Livermore National Laboratory are winners of their respective state quality awards (Missouri in 2000, California in 1998) as a direct result of applying Lawton's unique principles and tools. These are described in his best-selling book, Creating a Customer-Centered Culture: Leadership in Quality, Innovation and Speed (Quality Press) and at www.imtC3.com. Other clients include award-winning organizations such as Motorola, AT&T, American Honda, Siemens, American Express, Ford Motor Company, Eastman Kodak, City of Louisville, Raytheon, Naval Air Depot, Pinellas County Utilities and many others not yet so well known.

Mr. Lawton is an engaging, humorous and provocative speaker. Rob has been featured at international, national and regional conferences sponsored by such organizations as the Japan Management Association, Chamber of Commerce, Federal Executive Board, Association for Manufacturing Excellence (AME), American Marketing Association (AMA) and American Society for Quality (ASQ). AME, ASQ, International Conference on ISO 9000 and others have named Mr. Lawton "Outstanding Speaker". He is listed in the directory of Who's Who of Business Leaders. Some of his most popular topics for keynotes, presentations and workshops include the following:

- Aligning Strategy and Measures with Customer Priorities
- Measuring Knowledge Work and Customer Satisfaction
- Creating the Customer-Centered Culture
- Balance Your Balanced Scorecard
- The 12 Voices of Customers
- Seamless Integration of Six Sigma & ISO 9001 with Customer Focus

Robin has the unique ability to develop and articulate alternatives to complex organizational and competitive challenges. He makes the solutions feel like common sense. Rob has a combination of excellent communication skills, leadership vision and bias for action that compels others to follow. He is known as a dynamic innovator who inspires others to think creatively and push the boundaries of what was previously thought impossible.

Rob has repeatedly been ranked “best speaker” at international and national conferences. Representative participant comments include the following:

- “Very original and engaging.”
- “Excellent and refreshing. Really challenged the audience to think outside the box.”
- “A great speaker! Humorous, knowledgeable, kept my interest.”
- “This is the only speaker I have seen that sticks with the topic and delivered as promised.”
- “By far the best presentation I have seen in terms of facilitation skills and transferability of knowledge to the job.”
- “Very entertaining while very technical.”

Mr. Lawton is president of International Management Technologies, Inc. While guiding that business since 1985, he has periodically served as adjunct faculty at the University of Minnesota and Metropolitan State University.

In addition to his best-selling book, Mr. Lawton has authored, contributed to or been referenced in over twenty publications. His ideas have appeared in books including the following:

Beyond Strategic Vision, Effective Corporate Action with Hoshin Planning, M. Cowley, E. Domb
The Lean Extended Enterprise: Moving Beyond the Four Walls to Value Stream Excellence, T. Burton
Managing with the Wisdom of Love: Uncovering Virtue in People and Organizations, D. Marcic
The Kaizen Blitz: Accelerating Breakthroughs in Productivity and Performance, A. Laraia
The Performance Improvement Toolkit: The Guide to Knowledge Based Improvement, R. Gerst
ISO 9001:2000 Quality Management System Design, J. Schlickman
Tools to Create Great Corporate Strategies Using Insights for History and Science, Dudik & Dudik