

# Keith Bailey

## Senior Program Specialist



### Experience

Keith originally came in contact with Decker several years ago when his first book was published. He hired Decker to help him be more effective when dealing with TV and radio interviews – so he knows first-hand how well the Decker methodology works.

Keith Bailey co-founded Sterling Consulting Group, Inc., the first American consulting company to win a major contract for service and communication training within the British Government. Today, after having worked with some of the most prestigious companies in the world, he is an internationally acclaimed expert on service delivery and business communications, whose speaking and consulting talents have brought such clients as American Express, AT&T, Marriott Hotels and Oracle.

His research and opinions have been featured in dozens of magazines and newspapers including: The New York Times, Newsweek and Time. He also has extensive on-air experience and has been interviewed on ABC, CNN, NBC, Fox and many other affiliates. Keith has coached and consulted with key executives and faculty at dozens of prestigious organizations including Apple, Avis Rental Car, Coors, Dupont, Google, Johnson & Johnson, Lufthansa, Microsoft, Netflix, Pizza Hut, PG&E, Salvation Army, United Health Group, US Postal Service, Warner Communications and World Vision International.

Keith has written seven business books that all focus on the power of communication, including Customer Service For Dummies, which has sold over 700,000 copies and is available in over fifteen different languages.

### Education

Keith attended the London College of Communication, where he received a London B.A. He also attended Regent Street Polytechnic Film School in London.

### About Decker Communications, Inc.

Decker Communications consults and trains businesses in communications—both in what they say and how they say it. Decker programs are transformational, creating focus and confidence to help leaders close the deal, launch an initiative or motivate action. Since 1979, Decker has prepared individuals to create the most effective communications experience possible. For more information, visit <http://decker.com>.

### Contact

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