

ANNE MINER

EXPERIENCE AND PERSPECTIVE

ANNE MINER

EXPERIENCE AND PERSPECTIVE

What people are saying about Anne...

“Anne Miner is composed, intelligent, caring, professional and successful. I have watched her many times as she graces the presence of everyone she meets and calmly speaks to everyone, regardless of their situation... I have seen Anne speak in public many times and have heard her offer her own perspective with thoughtful mannerisms or hilarious insight.”

— **Sharlene Massie**,
CEO & Visionary, About Staffing

“...Anne is a consummate professional; always an attentive listener, thoughtful and articulate in discussion...”

— **Susan Brown**,
Senior Vice President, BMO Bank of Montreal

“Anne is someone you can put a high degree of trust in with sensitive and difficult situations. She is highly valued both for her many years of experience and inherent knack to carefully apply the right leadership and guidance where it is most needed.” ... We consider her a trusted advisor and “friend of the business”.

— **Doug Vanderspek**,
President, Trailer Wizards Ltd.

“When Anne Miner walks into a room, you can see, and you can feel her presence. She emits professionalism and confidence in each word and every movement. She is striking, professional, and feminine. Her vibrant eyes probe beyond the immediately visible. She speaks with accuracy, experience, and conviction.”

— **Deb Willert**, Consultant, Body by Vi

“When I see Anne, she always makes me feel special. Not many people can do that. She comes right over, asks about how I am and what I am doing, and makes me feel like the most important person in the room because she listens.”

— **Rita Phillips**, Consultant, Every Home

“I really like when the speaker gets to know their audience. Well, Anne did just that. She knew their names, what their business was or where they worked. She also mentioned some of her own personal experiences. I felt that throughout the presentation she was able to pin point some of the customer care strategies specifically to the people that were present.”

— **Christine Smith**,
Small Business Advisor, Woodstock &
Area Small Business Enterprise Centre



“I do more than talk about ideas, I take risks and I take responsibility. My life experience has given me the confidence to step forward and take charge in any situation. It’s why others feel safe to follow me and get things done together.”

— **Anne Miner, President, The Dunvegan Group**

She’s a confident leader. A creative genius. And a cool and collected woman of style and charisma. Her proven ability to bring calm to chaos, success to failures, and solutions to problems weaves together seamlessly to define her executive charm as the President of The Dunvegan Group.

Since 1987, Anne’s trusted expertise on customer satisfaction and customer retention has made her a highly-respected woman of influence. But it is her ability to use her deeply-rooted values, unwavering determination, and multitude of experiences that attracts many who seek her professional guidance. As an author and sought-after speaker, Anne’s written and spoken word encompasses her soothing and positive personality and youthful wit, revealing an infectious brand of go-getter wisdom for achieving personal success.

Under Anne’s fearless leadership, The Dunvegan Group has helped large Business-to-Business (B2B) companies to improve their bottom line by showing them how to keep satisfied customers. Using The Dunvegan System™, Anne and her team deploy specific tools and strategies to qualify ideal customers, resolve customer satisfaction issues, recover lost business, and get the whole organization to be more customer-focused.

“We develop efficiency, effectiveness, and get companies to step into their real capabilities,” says Anne. “Because that’s when positive change occurs.”

“By providing measurable results, we help our clients see their Return On Investment, see over the horizon, and prepare for the future.”

TO CONTACT ANNE MINER:

Phone: 888-281-3074 • Email: anne@anneminer.com

Website: www.anneminer.com

THE EARLY DAYS

Anne Miner was born in Toronto, Canada on June 12, 1955. The eldest of six children, she was raised with strict boundaries and high expectations to fulfill her dutiful role.

“At age six, I changed diapers, set the table, folded laundry, cleaned the floors and was frequently left to babysit my younger siblings,” says Anne. “I fought my own battles and learned to be independent, making my own decisions, and acting on them.”

It was this take-charge attitude that would serve her well in 1976. When not quite 21, Anne confronted adversity head on when her father, took ill and couldn't run his communications company, leaving her stay-at-home mother to care for five school-age children alone. Anne stepped up to the plate to support the family. Instilled with the virtues of hard work, commitment, and responsibility, she negotiated with banks and creditors, and organized her siblings to help earn money for groceries and the household bills.

In 1978, Anne moved to Calgary where she worked as Research Director at Francis Williams & Johnson Advertising & Public Relations; an ideal place to develop her curiosity for understanding the influences, habits, and choices surrounding consumer behavior. There she observed, absorbed, and honed her survey research skills for the agriculture, tourism, and energy sectors.

At the age of 24, she founded and became President of The Opinion Centre, a full-service marketing research consulting firm in Calgary. At the time, Calgary was booming and her services as a marketing researcher and pollster were in great demand. The company quickly grew to six full-time and over sixty part-time employees conducting surveys on a wide range of topics.

After a disappointing closure of The Opinion Centre in 1982 when the energy boom crashed, Anne moved back to Toronto and held a series of senior level marketing research positions for companies including Research Initiatives (a division of Ogilvy & Mather), Cogem, and Reader's Digest (under the mentorship of CEO Ralph Hancox) until 1987. Equipped with innovative research, social science, technical and statistical skills and greater business management experiences Anne was primed to spread her entrepreneurial wings once more; she launched The Dunvegan Group in 1987.

“Making things better and forming long-term, trusting relationships with clients has always been my forte,” says Anne. “I find value in doing something new for clients; creating a better process, product or program.”

Through customer satisfaction measurement, internal customer care training and executive coaching programs, Anne and her team have shown Fortune 500 B2B service providers (e.g., Pitney Bowes Management Services (now Novitex), Jacobs Engineering, and Ryder Systems Inc.) how to successfully keep their customers satisfied and engaged through customized short-term and long-term strategies that retain ideal customers, increase their spending, and optimize company revenues—the foundation of The Dunvegan Group's work.

ANNE'S EXPERTISE

The same year she started The Dunvegan Group, Anne embarked on what she calls “living the Wonder Woman life” when she added the roles of wife and stepmother to her already full plate. She embraced the responsibilities of a new family, attributing her easy transition to being “fair, accountable and focused,” leadership qualities she developed at a very young age.

With the support and involvement of her husband, Anne built a network of business opportunities in Calgary, while staying informed and current in her profession. She read industry publications, delved into more customer satisfaction research, and learned how to use the latest online tools to easily integrate her business strategies into her client work. And she didn't stop there. Anne was one of the first students to earn a Masters Degree in Business Administration (MBA), with a specialty in Agribusiness, through an innovative, online program at the University of Guelph.

“We learned to work in teams through online chats, discussion threads and emails,” says Anne. “It was challenging because everyone was in a different time zone. So we had to coordinate, manage, and be accountable for our contribution to team success.” It was a foreshadowing and useful experience for her future.

In the midst of her studies, Anne experienced great success. Her company was awarded a large contract by a client who used the same electronic platform she was using in the MBA program, giving The Dunvegan Group a unique advantage.

But adversity struck again in 2000 when her largest client pulled out of The Dunvegan Group, forcing Anne to restructure the company. Luckily her MBA experience, working online, in teams, across multiple time zones prepared her to manage people effectively online, detect any stress, and diffuse it in written form.

Tested by her motto to “be prepared,” she was well-equipped to use a remote working model to run The Dunvegan Group.

“I had to survive so I challenged adversity head on,” says Anne. “My life's experience had equipped me with the courage, and the know-how, to protect myself from future setbacks.” Faithful to her methods for helping clients build successful businesses; she stayed focused, energized and relatively stress-free.

THE AUTHOR

Driven by her desire to continue affecting positive change, Anne has contributed to one book and authored two.

Her contribution to “Succeeding in Spite of Everything!,” the 2012 book from the eWomenNetwork, a women's business network in North America, inspired readers to embrace their weakest moments and move forward with confidence. Full of insights, lessons learned and savvy moves that shake up old paradigms of success, the book celebrates the brilliance and fortitude of a dynamic and diverse group of entrepreneurs, business owners, and corporate professionals.

Backed by her productive and fruitful years in the consumer behavior industry and Business-to-Business (B2B) customer retention, Anne has revealed more powerful insights, strategies, and experiences in her two recent books, both focused on the voice of the customer:

“*The Bottom Line on Customer Retention: It Pays to Care!*” (2012) and, “*Measuring Up! A Guide to Success with Customer Feedback*” (2013).

THE SPEAKER

“I am willing to share my roller-coaster experiences so companies can learn without encountering the same setbacks,” says Anne. “As in the game of Monopoly, they can proceed directly to GO without having to stop in JAIL ... at least not as often as I have.”

“Adversity reminds me that I'm not perfect,” says Anne. “I fall short of perfection every day. I've succeeded and I've failed a lot ... and I'm not afraid to say so and talk about my experiences.”

It is these experiences and her valuable perspective on life that has attracted and engaged audiences to her candid, motivating, and genuinely comforting speaking engagements at seminars, conferences, and networking events world-wide. She has successfully empowered many “to go over, under, around or through the obstacles on any path... and to be courageous in pursuing dreams.”

THE TRAINER AND COACH

Anne is also a Certified Trainer of the Platinum Rule®, a behavioral model that helps people to better understand themselves and the people around them so they can adapt their behavior to treat others as they would like to be treated.

She provides both team and individual coaching to instill the principles of the Platinum Rule®, a model that Anne says, “Supersedes the Golden Rule. The Golden Rule, which tells us to treat others the way we would like to be treated, will lead to success about half the time; the rest of the time there is potential for misunderstanding, discomfort and discontent. When we are able to assess how others prefer to be treated, we can adapt our own behavior and strengthen the relationship.” While the Platinum Rule® training and coaching is applied primarily for business clients, according to Anne “This training provides immediate skills that help improve communications and relationships in all aspects of life.”

The Platinum Rule®, forms the foundation of Anne's coaching work. She works with Executives and Entrepreneurs to help them move forward whether in their career or in growing their business. Anne uses a variety of tools and a lifetime of training to assist her clients with identifying their goals, setting strategy, dealing with adversity and conflict and acquiring new skills.

ANNE'S WAY OF LIFE

It's no surprise that given her business acumen, thoughtful and sincere personality, and joie de vivre, Anne's favorite color is green — a color that stimulates learning, growth, renewal, and harmony. Green is the color of optimism, freedom, balance, healing and hope.