



Bobby Burns speaks to small business owners and leaders who want to create businesses that deliver **exceptional customer service**.

“Having worked with Bobby for the last five years has completely transformed our Company.”

- Paul Woodhead  
President, Direct Plastics, Sheffield, England

“Bobby helped me clarify my thinking around my role as a leader in my business as well as simply the owner.”

- Ron McMahon  
CEO of McMahon & Associates

“I wanted great customer service to be a consistent reality in my business. The coaching and training we received helped make that happen. Knowing that my leadership and the integral part it played in building a service-oriented culture was profound for me.”

- Bobbette Dowell  
Owner of CraftinGirlz.com



AxioPraxis  
Business Leadership Coaching



## PROFESSIONAL BIOGRAPHY

Bobby Burns is an acclaimed customer service and business leadership expert known for his content-rich presentations enlivened with humor and actionable strategies and tactics.

As a customer service expert and business leadership coach, his mission is to help small business owners and leaders create companies that deliver exceptional customer service. Bobby is the author of two books on business leadership and customer service – *Real Serious Stuff* and *The Customer Rules*.

Since 2007, Bobby has coached hundreds of business owners and managers, working with the internationally known coaching company EMyth Worldwide, and at the head of his own coaching company since 2014. He has led seminars, training workshops and group coaching programs as well as one-on-one coaching.

Bobby’s keynote presentations are highly informative and include a great deal of actionable content. With real-world stories, passion and humor his seminars and keynotes are memorable and profitable for your audience.

Bobby has been writing a weekly blog since 2010, and he is the host of the Service Culture Revolution podcast.

Bobby is a Certified EMyth Business Coach and Certified EMyth Presenter, as well as the founder and Director of AxioPraxis Business Leadership Coaching, a proprietary coach training program.