



Elizabeth Dixon

Make the Daunting Doable

Elizabeth Dixon entertains, educates, and inspires through dynamic keynotes, workshops and consulting, where she makes the daunting doable by inspiring people to see, think, and act differently.



“ At each event, Elizabeth was scored as the **most popular speaker on the agenda** because her message resonated with the audience and her ability to engage on a personal level. ”

- Jonathan Portnoy, Southwest Airlines



OFFERINGS & SERVICES

Keynote Speaking

Move your audience from inspiration to activation

Elizabeth's keynotes combine compelling storytelling, practical strategies, and deep expertise in customer experience. Attendees leave energized, equipped, and ready to lead with clarity.



POSSIBILITY CO.

UNLOCKING POSSIBILITY IN
PEOPLE & ORGANIZATIONS

Strategic Consulting

Partner for progress

Work alongside our team to create customer experience strategies, align leadership, and design internal systems that support sustained impact.

CX Academy & CX Leader Academy

Build CX capability at every level

From frontlines to C-suite, our academies equip teams with a practical framework and mindset for delivering a differentiated customer experience—consistently and intentionally.

Foundations of CX

Foundations of Customer Experience is a video series designed to equip teams with the mindset, behaviors, and tools needed to create meaningful, memorable interactions at every level of the organization.

CX Labs

Interactive training certifications designed to deepen your team's ability to deliver exceptional customer experiences, everyday. Offered virtually or in person.

CX Leadership Labs

Dynamic leadership certifications designed to equip leaders with the strategies and systems they need to close the gap between intention and execution in employee and customer experience that drives business results.

Books, Video Resources & On-Demand Tools [®]

Extend the learning and scale the impact.

Access a growing library of resources—including Elizabeth's bestselling books, short-form video content, and digital tools—to reinforce and scale your organization's learning.

Few individuals have the gift of both content creation and delivery. Some can do one or the other, but very rarely will you find someone who can do both at a high level...Elizabeth Dixon is **one of those rare people who excel at both!**

- Fred Odom, Chick-fil-A



BIO

Elizabeth Dixon is an engaging business leader and keynote speaker with over two decades of experience helping teams thrive and brands stand out.

With 20 years of leadership at Chick-fil-A Support Center and partnerships with renowned brands like Southwest Airlines, The Ritz-Carlton, Zappos, and Wegmans, she brings deep expertise in purpose-driven culture, customer experience, and leadership development.

Elizabeth developed and served as CEO of the Trilith Foundation, a nonprofit focused on inspiring human flourishing. She's the author of *The Power of Customer Experience* and *The Strength of Purpose*, a Fellow at Baylor University, and the founder of two companies: Slumber Sleepwear and Possibility Co.

Whether speaking on stages or coaching leadership teams, she helps people unlock what's possible in life and work.

Her greatest joy is her family - being wife to her best friend, John, and mom to David and Ansley, and living a life of faith that guides her purpose and passion.

When it comes to making an impact through customer experience, I'd look no further than Elizabeth Dixon. An expert in the field, her fresh approach on the essentials of the customer experience is empowering for any employee, manager, boss, or business owner. She calls the reader to step up, take ownership, and do what's in their power to make a positive impact on their customers that will ripple out far beyond what they may ever realize.

- **Horst Schulze, Co-founder and Former President & CEO The Ritz-Carlton Hotel Company, author of Excellence Wins**

VOICES TO CONNECT

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KEYNOTES

The Future of Technology in CX

Finding the balance of humanity and technology

In an age where technology reshapes the customer experience almost daily, the quest for exceptional CX demands a delicate balance between innovation and human connection. How do we harmonize cutting-edge technologies like AI and automation with the warmth and empathy that define exceptional customer and employee experience?

The intersection between technology and humanity is where the future of extraordinary customer experience awaits, and Elizabeth Dixon can help you find it, so your brand can promise not only enhanced customer loyalty but also enduring success in a rapidly evolving marketplace.

Elevate

3 decisions to improve your culture at every level of the organization

Let's be clear. Customer Experience will never be better than the Employee Experience.

That's right, the culture of your business - what people feel or experience when they encounter your brand - will never exceed what your employees experience every day.

With help from Elizabeth Dixon, an expert culture creator, you'll learn how to assess your current culture, define your dream culture, and build plans to execute.

Whether you are building a new culture, stewarding a growing culture, or challenged with a culture clash—this time will inspire and equip you to step into the role you play and the impact you can have.

Benefits of Purpose

What Purpose Can Do For You

The question of purpose looms large for most of us. We wonder why we're here, why we exist, what we're called to do with our one big and bold life. Rather than stay spinning and stuck, what if there is a better way? A way to move through any and all seasons of life with a strong foundation? A way to live with a clear sense of purpose to propel us forward?

Knowing our reason for being helps us build a strong root system so we live in the strength of purpose. Elizabeth Dixon shows you how personal purpose will transform the way you and your employees live, work and grow.

Her energy and enthusiasm towards helping us find and draft our purpose is like nothing I have seen or heard. **Elizabeth is relatable, a consummate professional and a master of her material,** which transcended our professional career, helping us win with a whole life approach.

- Bo Wren, Senior Director of Intermodal Terminals at CSX

What's On Your Mind?

Uncovering the driving force behind your behaviors, decisions and outcomes - in business and life.

You become what you think. So will your company.

Elizabeth's extensive experience with companies who set the bar for Customer Experience like Chick-fil-A, Disney, and Ritz Carlton allows her to bring a unique perspective toward customer mindset, helping countless others reimagine their purpose and impact.

In this presentation, we'll take an intentioned examination of company and personal mindsets for front-line magic makers, managers, and C-level decision makers, leaving you inspired and ready to "re-envision" the very thing that drives your behaviors and outcomes. Moving beyond the theoretical, Elizabeth provides practical steps to establish a clear purpose for making daily decisions at the front counter, during team meetings, and when charting the course of your business.

To Know Them is to Love Them

How to know and serve your Customers effectively

What if your company had insight into the needs and wants of your customer and could deliver on those consistently? It's true: **Customer obsessed companies create company obsessed customers.**

Brands that are obsessed with their customers succeed. Elizabeth Dixon knows how to discover what customers want and how to turn that knowledge into processes, products, and experiences, delivering to customers what they want, when they want, where they want, and how they want.

You will leave inspired and equipped to become a brand that customers trust with their time, their money, and their attention. After all, when you intentionally know who you are serving, you will be able to serve them intentionally.

Defining Success

Ladders and Legacy

Imagine if each of us were climbing a ladder toward our purpose only to find at the end of our lives that it doesn't lead to where we wanted to be?

Born from a challenging season where articulating purpose became crucial to living a life of meaning and impact, Elizabeth Dixon dismantled her own ladder of success, rung by rung, and rebuilt it with her purpose in mind. Let her help you and your team do the same so your ladder leads to the legacy you intend to leave behind.

As someone who struggled to find my purpose early in my career, Elizabeth's book was a revelation. She provides a pathway to purpose achievable to all who read the book.

- **Michael Pleckaitis, Media & Technology Leader, Comcast NBCUniversal**

Dare to be Different

How to set your organization apart in a competitive industry

What is your differentiator to a distracted Customer?

Here's the deal: Companies can't compete on products or services alone. It's too easy for competitors to copy or replicate. So, if you want your business to do more than merely survive, thriving in a constantly changing and increasingly competitive market, you've got to define your differentiator by thinking beyond the basics, focusing on what sets you and your brand apart, and determining what makes your customer experience unique and memorable. Elizabeth Dixon can help.

In this talk, Elizabeth will guide toward defining, assessing, and highlighting differentiators making your company unique in your industry and succeeding against the competition.

The Art of Never Arriving

How to pursue innovation at every level of the organization

For many athletes, a signature of success is the awarding of the coveted cover spot of Sports Illustrated magazine; the biggest stars in the game, the heaviest hitters on the field, and the current champions in the ring get the call they've always dreamed of. That's where the jinx comes in. Over the years, an incredible number of athletes featured on the cover have been met with failure soon after their cover is published. That same jinx seems to be in play for businesses that find themselves in the same position.

How can we avoid the decline after a peak?

Elizabeth Dixon will help you purposefully pursue life-giving innovation and iteration for your brand, ensuring your company thrives for years to come.

The Drivers of Human Performance

The Data-Driven Shift Every Leader Needs to Make

Most teams aren't burned out from too much work, they're worn down from too little meaning. The Global Flourishing Study reveals that true thriving goes beyond engagement or job satisfaction. It's about purpose, connection, character, and hope.

And here's the catch: most workplaces aren't built to support it.

In this practical and research-backed talk, Elizabeth Dixon unpacks what flourishing really means, why it matters more than ever, and what gets in the way. You'll walk away with key insights and simple shifts any leader can make to help their people feel better, lead better, and live better, on and off the clock.

Because when your people flourish, your business does too.

What can't Elizabeth do, that's what I want to know! **She excels in everything strategy, customer experience and innovation related.** And, what takes the cake is her talent for the spoken word.
- Colleen Hackley, UPS