

HUMANEXPERIENCE.COM.AU  
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# NIC MCCLANACHAN

FOUNDER  
SPEAKER  

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CEO



# NIC MCCLANACHAN



*customer service whisperer*

*If you want to engage and empower your teams to build a culture of customer centricity that drives lasting business results, you've found the keynote speaker you're looking for.*

*With her storytelling, passion for inspiring growth, and keep-it-real approach, Nic will ensure your audience is left with simple and practical insights they can take away and put into action to deliver exceptional customer experiences.*

**“Nic delivered a thought-provoking, energising and educational presentation that was rich in content and purpose. Our audience walked away inspired to take action in both their professional and personal lives.”**

## GET TO KNOW NIC

**Nic has been leading teams for over 20 years across the hospitality, retail, fitness, travel, banking and television industries, and can attest to the value that building a high performing and customer-focused team can bring to a business.**

As the founder and CEO of mystery shopping company, Human Experience, Nic and her team help organisations objectively measure and benchmark the execution of their service, sales, and compliance standards, and glean actionable insights and practical strategies for improvement from the gathered data.

Her simple-yet-powerful approach empowers organisations to create a culture of customer-centricity that drives lasting impact on business results, with her methods trusted by companies including Bailey Nelson, Terry White Chemmart, Harris Farm Markets, Virgin Active, and KX Pilates.

Prior to Human Experience, Nic founded a consulting and training company, Human Tribe, led a multi-award-winning National Human Resources team at Stockland, and owned and operated three multi-award-winning Fernwood Women's Health Clubs in Sydney, including the most successful centre in the franchise at the time, employing over 150 people.

She has a masters degree in Human Resource Management and Industrial Relations and is an accredited practitioner in Genos Emotional Intelligence, Clifton's Strengths Finder, Hogan Behavioural profiling, Patrick Lencioni's Five Behaviours of a Cohesive Team program and MarketCulture's Customer Centricity tool.

Nic's relatable approach and passion for inspiring growth through accountability, communication, and connection is evident in every conversation she leads.



SPOKEN ON STAGES FOR

## SPEAKING TOPICS

Driven to help individuals and teams deliver exceptional customer experiences, Nic focuses on simple-yet-powerful strategies to shift human behaviour and improve business results.

### MYSTERY SOLVED

Discover the customer experiences that are strengthening and stunting your business.

How would your business perform against your key customer experience metrics? What impact are these results having on your bottom line? Nic and her team can mystery shop your business or industry, delivering the results in an engaging presentation that will surprise and empower you and your team with key data to act on and improve business outcomes.

### RECRUIT, TRAIN, RETAIN... REPEAT

How to deliver exceptional customer service—consistently, amidst ever-present staffing challenges.

One of the biggest challenges for service-based business post pandemic is staffing; finding staff, training staff, retaining staff—all of which has a direct (and often detrimental) impact on the customer experience. Nic shares tangible strategies your business can implement to continue delivering consistently-exceptional customer service, even in the face of the revolving employee door.

### THE HUMAN EXPERIENCE

Why human connection matters in business, how to achieve it, and what it can do for your bottom line.

How well your people connect with your customers has a direct impact on your business results. A fully-engaged customer represents on average a 23% premium in terms of revenue and profit to a business. Conversely, actively disengaged customers represent a 13% discount on the same measures. Nic explains why these results ring true for every industry—including yours—and what you can do to genuinely connect with customers and improve business performance.

### COACHING CONVERSATIONS

The skill every people leader in your business needs to achieve cut-through and gain buy-in from your teams.

A lack of leadership, burnout, high staff turnover and poor company culture are commonly listed among the top reasons for employee dissatisfaction. With employee dissatisfaction impacting team behaviour and ultimately business results, it's a metric that can't be ignored. Nic explains how to equip all leaders in your business—executives, managers and supervisors—with coaching skills, enabling them to empower their teams and positively impact company culture and performance.

# As seen at

## SPEAKING EVENTS:

BUSINESS BLUEPRINT LIVE  
CONFERENCE

BUSINESS CHICKS MOVERS AND  
BREAKERS CONFERENCE

BUSINESS CHICKS NINE TO THRIVE  
EXPO

RETAIL DRINKS AUSTRALIA  
SUMMIT

## CORPORATE CONFERENCES:

AHA VIC

FACEBOOK

TERRYWHITE CHEMMART

ING

KX PILATES

PLUS FITNESS

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We've had Nic speak several times and she is always a class act. She can hold an audience from the stage and her depth of knowledge is amazing.

Nic turns what can be a complex topic into something that anyone in the audience can understand. I would highly recommend Nic as a speaker!

— EMMA LYONS, FORMER GENERAL  
MANAGER AT BUSINESS BLUEPRINT

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# NIC MCCLANACHAN

*"Nic's session with us was designed to highlight the importance of making real connections with people through our interactions and the experience we create. We are going through a shift in brand behaviour and direction where we are hyper focusing on the member to ensure they receive a consistent-yet-bespoke experience each time they interact with our team.*

*We wanted Nic to help us deliver the "why" behind that strategic change—and she did just that. At the same time she was able to show our team how focussing on the basics and consistently delivering on our service—and measuring our performance—would help us drive results. As Nic states 'Positively shift the behaviour of your team to change your results'."*

**- GORDON MARTIN, HEAD OF FRANCHISING, VIVA LEISURE LIMITED"**

*Nic McClanachan is indeed the Human Experience Whisperer! Her insight into consumer behaviour is second to none. It's research and data driven, but undeniably you also know that Nic just lives and breathes connection with customers. She has the tools and insights to help businesses across industry succeed.*

*"Nic truly connects with audiences in an authentic and often vulnerable presence – creating a safe space for feedback and improvement, along with insights and tangible actions that delegates can take away and implement immediately."*

**- DAN HILLIER, GENERAL MANAGER, BUSINESS CHICKS**

*We were incredibly fortunate to have Nic present at our conference in early 2022. She provided intelligent and targeted communications to our team that really drove the goals of our conference forward. Despite the many challenges that COVID threw up, Nic was amazingly professional, engaging and informative. We would never hesitate to have Nic involved in any key note role we would require in the future!"*

**- FRANCIS DOWDLE, GENERAL MANAGER - NETWORK OPERATIONS, KX PILATES**

*Nic presented at our Large Practice Forum in Sydney to 50 Financial Planning Practice Principals and she was excellent! The content, interaction, coupled with Nic's passion and enthusiasm made this a very successful segment with a 92% NPS score from the participants*

**- SHILA MISTRY, BUSINESS PARTNERSHIP MANAGER, AMP**

# Book Nic as a speaker

To book nic for any speaking or media please send an email [zvaughan@claxtonspeakers.com](mailto:zvaughan@claxtonspeakers.com) with your name, company and details of the event or media guest post.

Alternatively click the link below to fill out our online form

ONLINE FORM



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