

KA World

World of Leadership, Effectiveness and Service Excellence



About me

- 12 years of international experience in HoReCa in 7 countries of the world;
- 5 years experience as trainer, coach and speaker;
- MBA, Cesar Ritz University in Switzerland - one of the world`s top hospitality universities;
- Certified coach, trainer and speaker - John Maxwell;
- Certified professional coach - ICC;
- Accredited trainer, team development - Belbin Team Roles;
- Certified hospitality trainer - CHT, AHLEI;
- Founder of Hospitality Training Institute – Distance learning platform;
- Lecturer, MBA program at Higher School of Economics;
- Lecturer at Novikov Business School;
- Judge at Russian Hospitality Awards, Perfect SPA, Welcome to Georgia Tourism Awards;
- Designer of KA Planner, personal effectiveness organizer.

17 years
Experience
In hospitality

51
Public speeches
In the last 5 years

49
Clients
In 10 countries

162
Projects
As trainer and coach



«My mission is to create effective leaders, improve the quality of service and efficiency.»



My Clients



Feedback for my work <http://k-a.world/otziv/>



Experience economy

Our economy is increasingly becoming an experience economy. Whereas good products and services were an important differentiating factor for companies in the twentieth century, customer experience has become the key differentiating factor for many companies in the past decade.



“Our number one goal is to be the earth’s most customer centric company”

“When I started Amazon, I had high standards on inventing, on customer care and (thankfully) on hiring”

Amazon Numbers

Net Sales: \$232.9 billion (2018)
\$177.9 billion (2017)

Sales up 31% \$55 billion compare to 41.9 in 2017

630 000 employees

Stock price up 270% over 3 years



Amazon.com

Jeff Bezos



Amazon.com – Service Leader Lessons

- Everything is build around speed
- Everthing is build around great service
- Awesome Service Recovery
- Incredible at customer experience
- World of mouth advertising



Golden Coin of Service Strategy



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Golden Coin of Service Strategy Certification Program

1. Two days certification program
2. Up to three member from one organization can attend
3. Step by step guidelines
4. Practice and implementation
5. Sample documents ready to use
6. Training materials ready to use
7. Action plan preparation
8. Continuous support during implementation

*** Prices above is do not include transportation, accommodation and F&B for the consultant**

“Service excellence is nothing more, nothing less than a job done with love” – Aneta Korobkina

I am ready to assist you create effective leaders, improve the quality of service and efficiency of your employees.

Are you ready?



Aneta Korobkina, MBA

International trainer, coach and speaker

KA World

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