

Joseph A. Michelli, Ph.D.

Author, Speaker, Consultant

Please contact a GDA agent for information.

Topics

- Customer Relations
- Influence
- Innovation / Creativity
- Journalism / Literary / Author
- Leadership



About Joseph A. Michelli, Ph.D.

Joseph A. Michelli, Ph.D., C.S.P., is an internationally sought-after speaker, author, and organizational consultant who transfers his knowledge of exceptional business practices in ways that develop joyful and productive workplaces with a focus on the total customer experience. His insights encourage leaders and frontline workers to grow and invest passionately in all aspects of their lives.

Dr. Michelli is a Wall Street Journal, USA Today, Publishers Weekly, Nielson Bookscan, and New York Times #1 bestselling author. His latest book is *Stronger Through Adversity - World-Class Leaders Share Pandemic-Tested Lessons on Thriving During the Toughest Challenges*. Joseph's other titles include *Driven to Delight: Delivering World-Class Customer Experience the Mercedes-Benz Way*, *Leading The Starbucks Way: 5 Principles for Connecting with Your Customer, Your Products, and Your People*, *The Zappos Experience: 5 Principles to Inspire Engage and WOW*, *Prescription for Excellence: Leadership Lessons for Creating a World-Class Customer Experience from UCLA Health System*, *The Starbucks Experience: 5 Principles for Turning Ordinary into Extraordinary*, *The New Gold Standard: 5 Leadership Principles for Creating a Legendary Customer Experience Courtesy of The Ritz-Carlton Hotel Company*, *The Airbnb Way - 5 Leadership Lessons for Igniting Growth through Loyalty, Community, and Belonging*, and *When Fish Fly: Lessons for Creating a Vital and Energized Workplace* which was co-authored with the owner of the "World Famous" Pike Place Fish Market in Seattle.

Joseph holds the Certified Speaking Professional designation from the National Speakers Association (NSA) and is a member of the Authors Guild. He received his Masters and Doctorate from the University of Southern California. Joseph has won the Asian Brand Excellence Award, is an editorial board member for the Beryl Institute's Patient Experience Journal (PXJ), and is on the founders council of CustomerExperienceOne. He was named as one of the Top 10 thought leaders in Customer Service by Global Gurus.

Having journeyed with a close family member through a six-year battle with breast cancer, Dr. Michelli is committed to social causes associated with curing cancer as well as abating world hunger.

Select Keynotes

- **Customer Loyalty: Driving Ease and Engagement through People, Process and Technology**

The drivers of customer loyalty are changing! Consumers no longer stay loyal to brands that simply satisfy them. Increasingly, customers churn because brands are difficult to do business with and/or those brands don't develop emotional or lifestyle connections with them. In this Customer Loyalty presentation, Dr. Michelli looks at best practices from brands like Mercedes-Benz USA, Zappos, and Starbucks as they forge emotional connections at high value touch points. He also demonstrates approaches to mobilize an entire workforce to listen to the voice of customers and look for ways to remove pain points and enhance delight. This presentation also explores the role of employee loyalty to customer loyalty and the leadership behaviors needed to achieve both.

- **Leadership - The Art of Lasting Significance**

From Dr. Michelli's perspective, leadership involves engaging people to do the right things to profit people. While much research has been done on leadership success principles, Dr. Michelli focuses on two unifying aspects of leadership greatness - positive influential communication skills and the ability to develop leaders who develop leaders. Utilizing a leadership legacy model, Dr. Michelli helps managers and leaders understand the importance of finding ways to know and engage what is likable about those they lead. Further, he guides leaders in the process of understanding that their influence is shaped by both their effort and by the scope of leaders they develop. Leadership - The Art of Lasting Significance takes participants through a process to define their own personal "Leadership Legacy Statement."

- **Leave Your Mark**

Why do you come to work here? That fundamental question is the foundation for a presentation that looks at the transformational power of work and service. By shifting the focus away from the task nature of work to the underlying purpose of a person's job choice Dr. Michelli helps participants re-identify and ignite that passion and calling of the work in which they engage. Dr. Michelli guides employees at all levels of the organization understand how they can do more than transact business and instead how they can develop gifts and talents in the service of powerful transcendent goals.

- **PRESENTATIONS BASED ON BESTSELLERS**

Dr. Michelli has spoken to a wide variety of organizations and excels in delivering his message with ease, humor, and the expertise of someone who "lives" client experience and leadership excellence. The topics he discusses will be extremely relevant to your organization: Presentations based on Dr. Michelli's bestselling books: Driven to Delight: Delivering World-Class Customer Experience the Mercedes-Benz Way Leading the Starbucks Way: 5 Principles for Connecting with Your Customers, Your Products and Your People The Zappos Experience: 5 Principles to Inspire, Engage, and WOW Prescription for Excellence: Leadership Lessons for Creating an World Class Customer Experience from UCLA Health System The New Gold Standard: Leadership Principles for Creating Legendary Customer Experiences The Starbucks Experience: 5 Principles for Turning Ordinary into Extraordinary When Fish Fly: Lessons for Creating a Vital and Energized Workforce

- **Service or Experience? Defining your Way We Serve™ Statement**

Let's face it - consumer behavior has fundamentally changed since the third quarter of 2008. While some business leaders have decided to drop prices to the lowest possible level, others have sought ways to add value to their existing goods and services. In this presentation, Dr. Michelli discusses customer trends verifying the wisdom of adopting a cost-effective commitment to elevating service and customer experience. Building on data showing that even in these difficult times 50% of consumers are paying more for a better experience and 50% of customers are still leaving businesses because of bad experiences, Dr. Michelli shows how to strategically design a relevant experience targeted to customer retention and acquisition of your competitors' disgruntled customers. The experience design process begins with crafting a Way We Serve™ Statement to help all staff members understand the nature of the optimal experience to be delivered. In this keynote, Dr. Michelli also demonstrates how to make cost-conscious decisions that drive customer loyalty and increase customer spend.

- **So, You Want to Deliver Consistently Outstanding Customer Experiences**

You are not alone in wanting to deliver outstanding customer experiences. According to Forrester Research, customer experience elevation is on the strategic priority list of 92% of businesses; 23% of those small, medium and large companies have customer experience as their #1 priority. Despite that prioritization, consumer satisfaction research suggests customer engagement is at a 9-year low. This presentation outlines the difference between companies that "aspire to" and those like Mercedes-Benz USA that "execute to" deliver customer delight. It outlines the role leadership vision and alignment play, as well as offers approaches to inspire customer-centricity for everyone who represents your brand. Moreover, it offers practical tools on how to integrate technology with human service delivery to create a uniquely special bond with your customers.

- **The Road to Practical Innovation**

Innovation is a daunting word. In this presentation, Dr. Michelli demystifies the innovative process. By exploring the inside (ideas of staff) and outside (benchmarking other businesses) lanes, Dr. Michelli demonstrates how your business can gain a competitive advantage in creative product development and service delivery. Dr. Michelli shows how to effectively elicit and implement staff-generated ideas while also looking for best practices both inside and outside of your industry. Dr. Michelli offers structured and advanced innovation strategies that lead to results-based breakthroughs.

- **Virtual: Thriving in Uncertainty**

Within days of COVID-19 disrupting the business world, Dr. Michelli began asking senior leaders at major companies about their specific challenges and how they were meeting them, getting raw yet thoughtful real-time insights into the greatest business crisis in generations. In this presentation, Dr. Michelli shares the invaluable wisdom and practical insights from 140+ top global business leaders on all aspects of leading through and beyond COVID, including crisis management, keeping employees and customers safe, maintaining a culture of engagement, rapidly innovating, and more. In this highly customized presentation, Dr. Michelli will provide winning leadership methods based on his conversations with CEO's, C-Suite Officers, and Presidents of brands such as Google, Microsoft, Starbucks, United Way, RBC, Verizon, Southwest Airlines, Goldman Sachs, and H&R Block.

Select Book Titles

- **2021:** Stronger through Adversity: World Class Leaders Share Pandemic Tested Lessons on Thriving During the Toughest Challenges
- **2019:** The Airbnb Way – 5 Leadership Lessons for Igniting Growth through Loyalty, Community, and Belonging
- **2015:** Driven to Delight: Delivering World-Class Customer Experience the Mercedes-Benz Way
- **2013:** Leading the Starbucks Way: 5 Principles for Connecting with Your Customers, Your Products and Your People
- **2011:** Prescription for Excellence: Leadership Lessons for Creating a World Class Customer Experience from UCLA Health System
- **2011:** The Zappos Experience: 5 Principles to Inspire, Engage, and WOW
- **2008:** The New Gold Standard: 5 Leadership Principles for Creating a Legendary Customer Experience Courtesy of the Ritz-Carlton Hotel Company

- **2006:** The Starbucks Experience: 5 Principles for Turning Ordinary Into Extraordinary
- **2004:** When Fish Fly: Lessons for Creating a Vital and Energized Workplace from the World Famous Pike Place Fish Market

Select Articles

- [VUCA, Coronavirus, and Tools for Human Experience](#)

Blog posted March 10, 2020, about "self-leadership and VUCA" when the pandemic was beginning to shutter business operations.

- [Leveraging the Power of Technology-Aided, Human-Powered Experiences](#)

While Airbnb's technology fosters trust, drives efficient transactions, and personalizes search options, leaders in the company understand that truly memorable travel experiences require a host community that delivers personal care through hospitality (defined at Airbnb as "service with heart").

- [Winning The 21st-Century Customer Experience](#)

Almost everyone wants to believe they have a great sense of humor. Similarly, almost all business owners want to think they are creating elevated customer experiences (CX). In both cases, the proof for those beliefs lies in the perceptions of others. Much has been written about the benefits that come from delivering branded experiences, which differentiate your company from competitors and emotionally connect with your customers.

Select Testimonials

"I highly recommend Joseph to any organization that is focused on providing the highest degree of customer service and obtaining world-class results. In the competitive and crowded field of consultants and business advisers helping organizations align and integrate their customer service objectives into their core mission and daily operations, Joseph stands out. He has separated himself from the pack and, once you see him in action, you'll understand why."

— *BERNIE SNOW, DIRECTOR OF ORGANIZATIONAL DEVELOPMENT, ST. DAVID'S HEALTHCARE*

"You WOWED us beyond all expectations!! I can't thank you enough for all the time, energy and enthusiasm you brought to your presentation. And your willingness to sit in on the table discussion was completely unexpected. To top all of this off, the comments I've received from everyone, especially senior management, were all incredibly positive. Thanks again for a fabulous day."

— *DANA KLEIN, FORMER DIRECTOR JANUS LABS*

"Over the years I have enjoyed the privilege of hearing many top business and leadership speakers, including Joseph Michelli. Prior to hearing him speak, I had read his book "The Starbucks Experience" and thought it was a dynamic overview of Starbucks and more importantly, full of excellent business lessons for us all. But hearing Joseph live was a special occasion. Joseph was phenomenal. His presentation was absolutely full of content and practical application. His style was humorous yet sobering and his personal story was the grand finale that makes him a true "Icon" in the speaker world today. I will seek out opportunities to hear Joseph again. He is truly one of the best business speakers available today."

— *MARK NICHOLS, CHICK-FIL-A FRANCHISEE*