



Biography

Joseph A. Michelli, Ph.D., is an internationally sought-after speaker, organizational psychologist, and business consultant who has been described as “catching what is right in the world and playfully sparking people and businesses to grow toward the extraordinary.” In addition to writing best selling books about enduring business principles, he hosts an award-winning daily radio program in Colorado Springs, Colorado.

Dr. Michelli transfers his knowledge of exceptional business practices through keynote presentations that explore ways to 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 life.

In addition to his dynamic and entertaining international keynote presentations, Dr. Michelli provides:

- CEO consultation
- Corporate coaching
- Group facilitation and team-building strategies
- Individual development planning
- Creation of open management systems
- Customized management and frontline training programs



Dr. Michelli's most recent book, **The Starbucks Experience: 5 Principles for Turning Ordinary into Extraordinary**, published by McGraw-Hill, has consistently achieved bestseller status on the **Wall Street Journal**, **BusinessWeek** Magazine, and **USA Today** lists. He has been featured on television programs such as **The Glenn Beck Show** and **CNBC's "On the Money"** and has conducted hundreds of radio and print interviews. Dr. Michelli's other books include **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. **When Fish Fly** was released by Hyperion and in audio book format by Random House.

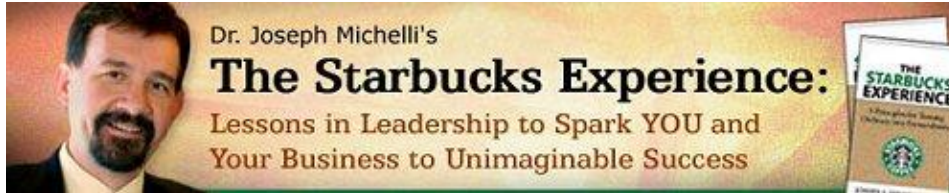
Dr. Michelli believes his greatest accomplishment is his ability to learn from the laughter and humor of his children, Andrew and Fiona.



Seminar Topics

Dr. Michelli presents on a wide variety of topics and customizes his presentations for your business or organization's needs. Before the presentation, Dr. Michelli takes his time to learn about your organization so he can interweave teachable lessons with your group's unique situation.

Sample Keynote Presentations



How did the Starbucks Coffee and Tea Company grow from a single store in Seattle, Washington to a business opening six new stores a day? Borrowing from his Wall Street Journal best selling book, *The Starbucks Experience*, Dr. Michelli shares 5 principles that will help you generate employee retention, empowerment and enviable customer loyalty. When a focus on transactions and customer satisfaction just won't do --- explore a world where "everything matters" and companies are "beloved."



The Starbucks Way – Creating the Total Customer Experience

By strategically focusing and executing on the details of the internal and external customer experience, Starbucks has become an employer and coffee provider of choice. In essence, Starbucks has become a name synonymous with coffee itself. While most people see Starbucks as a coffee company that serves people, its success is based on the inverse. It is a people company serving coffee. In this keynote or workshop, Dr. Michelli shows frontline workers and business leaders how to "stage" and perform on their brand's promise. He analyzes the importance of identifying a desired emotional connection with the customer. Further, Dr. Michelli helps participants see the important distinction between "good" and "bad" profit. Lights, camera, action – the experience awaits.

From the Ordinary into the Extraordinary – Lessons for Growing People and Business

Starbucks took an extremely ordinary product and revolutionized the way people perceive and experience it. The Pike Place Fish Market has not only changed the way fish are sold but has innovated a business approach referred to as the "Fish Philosophy." Just as Starbucks has transformed the coffeehouse experience, so too can you maximize your "ordinariness" for positive impact, organizationally and in your communities. Examine how cutting edge leadership and front line workers can make a consistently extraordinary difference -- on and off the job.

When Fish Fly: Lessons from the World Famous Pike Place Fish Market

When Fish Fly shares insights into the underlying principles and amazing popularity of the World Famous Pike Place Fish Market. Excerpting from his book of the same name, Dr. Michelli reels in the complete fish story examining core principles that create Pike Place Fish's uniquely vital and creative culture. A culture that leads to excellent customer service, legendary employee morale, a fun and energized work environment, and ultimately makes a "World Famous" difference in the lives of those they serve. This presentation offers a cohesive strategy for achieving world famous results for owners, managers, front-line workers, and customers alike. If Pike Place Fish can achieve world fame from a small storefront, with zero advertising in a smelly, physically arduous profession, just think what is possible for your company!



Companies that Play Together - Stay Together: Developing a Successful and Mirthful Corporate Culture



Borrowing from his experiences with companies such as the World Famous Pike Place Fish Market, Starbucks, Southwest Airlines and Ben and Jerry's Ice Cream, Dr. Michelli shows you how a playful corporate culture attracts and retains the best workers. Get ready to learn how to celebrate your employees and increase your profitability through humor and play.

Change or Die! - Securing Maximum Innovation and Staff Engagement

This presentation examines the primary drivers of change in the technological age. It demonstrates ways to establish flexible service and quality standards while encouraging the sharing of unique ideas and talents of employees. By making important leadership distinctions between "being" and "doing", Dr. Michelli offers a fun yet practical approach to infusing greater employee vitality, ownership and fun. It helps participants utilize essential strategies for seizing opportunities in a rapidly changing world.



Management Doesn't Work

Admiral Grace Hooper once said "Manage things...lead people." In the ever changing world of business, management may get things done right but leadership is about doing the right thing. In this keynote, Dr. Michelli examines important distinctions between leadership and management. He will explore the challenges of being a proactive strategic leader when most people are pulled toward reactive operational management. Borrowing from success principles in businesses as diverse as Starbucks or the World Famous Pike Place Fish Market, Dr. Michelli will offer practical ideas to spark greater visionary leadership.

Enjoying Life to the Fullest by Capturing the Naturally Occurring Humor of Reality

Have you noticed that not everyone is amused by the challenges of living? In a world filled with depression, burnout and despair, it is clear that few have developed a perspective which makes the human experience enjoyable. This workshop reviews simple attitude and perspective shifts which can provide shock absorption on the bumpy road of life. It emphasizes that it is not the events of life that matter but the emotional choices we make in response to them.

Balancing Life through Play and Laughter

Borrowing from improvisational comedy, magic, juggling, mime, and music, Dr. Michelli explores playful strategies for finding more joy in your life. The importance of having a playful heart in a hectic world is emphasized.

Dr. Michelli is a professional member of

National Speakers Association

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Partial List of Clients

Academy School District #20	Colorado Game and Elk Breeders Association
Action 22	Colorado Postmasters Association
American Animal Hospital Association	Colorado School for the Deaf and Blind
American Association of Therapeutic Humor	Colorado Speech Language Hearing Association
American Business Women's Association	Colorado Springs Chamber of Commerce
American Express	Colorado Springs Osteopathic Foundation
American Cancer Society	Colorado State Kindergarten and Early Education Association
American Diabetes Association	Colorado State University
American Hospital Association	Colorado Summit on Fatherhood
American Library Association	Command Alkon
American Society of Perianesthesia Nurses	Corporate American Family Credit Union
American Society of Safety Engineers	Craig Rehabilitation Hospital
Apartment Association of Colorado Springs	Dawson Community College
Apria Home Healthcare	Denver Apparel and Accessory Market
Arapahoe Library District	Denver Chapter Payroll Association
Associated Landscape Contractors of Colorado	Douglas Public Library District
Association for Colorado Counties	Dovia
Baxter Healthcare	El Paso County Health Department
Build A Generation	El Paso County Woman Lawyers Association
Canadian Professional Cowboys Association	ENT Federal Credit Union
Cedar Springs Behavioral Health Systems, Inc.	Falcon School District 49
Central Minnesota Builders Association	Florence Carlton Schools
Children's Hospital of Denver	First Data Corp
CH2MHill	Fountain/Fort Carson School District
Christian Booksellers Association	Future Business Leaders of America
Cite-up Trinidad, West Indies	Gene B. Glick Company
Citicorp/Diners Club	Good Samaritan Hospital
City of Colorado Springs,	GSA
City of Longmont,	Hartford Insurance Group
City of Westminster	HealthOne
Cline/Fay - Love and Logic Institute	Hertzl Jewish Day School
Colorado Association of Healthcare Quality	Hewlett Packard
Colorado Council of Medical Librarians	Institute of Management Accountants
Colorado Department of Education	International Association of Administrative Professionals
Colorado Department of Human Services	ITT Systems
	Junior Achievement
	Laramie County School District 1

LIDP Consulting
Kenai Peninsula Convention and
Visitors Bureau
Littleton Adventist Hospital
Longmont Chamber of Commerce
MagniSight
Manheim
McClain County Chamber of Commerce
Mead Johnson Nutritionals
Meeting Industry Council of Colorado
Memorial Hospital, Colorado Springs,
Colorado
Memorial Hospital, Laramie, Wyoming
Memorial Hospital, Towanda
Pennsylvania
National Assistance League
National Association of Orthopaedic
Nurses
National Association of Purchasing
Management
National Organizations of Mothers of
Twins Clubs
National Seminars
National Symposium on Fathering
Natural Resource Conservation
Nebraska Workforce Development
New Frontier Bank
Newborn Hope
Nokia
Omaha Safety and Health Council
On the Spot Massage
Pediatric Nursing Leadership Group
Peninsula Capital Management
Penrose - St. Francis Healthcare System
Pfizer Pharmaceuticals
Pikes Peak Community College
Pikes Peak Library District
Pikes Peak Mental Health Center
Pillar
Pizza Boys Inc.
Platte River Power Authority
Portage County Business Council
Porter Hospital
Professional Rodeo Cowboys
Association
Pueblo City Health Department

Pueblo Community College
Remax Properties
Risk and Insurance Management
Society, Inc.
Riverton Senior Center
Rocky Mountain Association of Fairs
Rocky Mountain Government
Purchasing Association
Ross Labs
Spanish Peaks Regional Healthcenter
South Dakota Department of Labor
South Dakota Department of Social
Services
South Florida Workforce Development
Board
St. Catherine Hospital, Garden City,
Kansas
St. Elizabeth's Regional Medical Center,
Lincoln Nebraska
St. Vrain Valley School District
Starbucks Coffee and Tea Company
Suicide Prevention Partnership
Swedish Medical Center
Thames Valley District School Board
Transamerica Retirement
Travelex
UMB Financial
United States Olympic Committee
University of Colorado, Colorado
Springs
University of Colorado Health Science
Center
University of Denver - Graduate School
of Social Work
Veterinary Surgical Associates
Weber State University
Western Union
Wholeness Healing Center
Wisconsin Nursing Home Social Worker
Association
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Association
Wisconsin Volunteer Coordinators
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