

Joseph Michelli

Business Consultant and Organizational Psychologist

As an organizational consultant with an up-close view of some of the most successful and transformative corporations in the world, Dr. Joseph Michelli delivers the tools that businesses need to create joyful, memorable, and meaningful experiences for both their customers and employees. From studying such experiential branding pioneers as Ritz-Carlton Hotels and Seattle's Pike Place Fish Market, he is an expert in fostering the passionate performance that takes companies from merely serving and satisfying their customers to delighting them. Dr. Michelli's funny and passionate presentations asks audiences if they are doing all they can to create a unique and memorable experience for both their colleagues and customers, and he leaves them with the tactics and strategies to be leaders in the re-creation of the work environment.

Ordinary into Extraordinary. Dr. Michelli is the bestselling author of five books, including *The Starbucks Experience: 5 Principles for Turning Ordinary into Extraordinary*. In this *Wall Street Journal* bestseller, he explains how Starbucks--one of the quintessential customer service pioneers--delivers consistent product and service to its patrons, reinventing an entire industry. In *When Fish Fly: Lessons for Creating a Vital and Energized Workplace*, Dr. Michelli examines how his co-author John Yokoyama transformed a nearly bankrupt fish stand into a world-renowned destination shopping experience. With revolutionary employee engagement techniques, the Pike's Place Fish Market was able to increase accountability and profitability by recreating the organizational culture and the customer experience. In his book *Prescription for Excellence: Leadership Lessons for Creating a World Class Customer Experience from UCLA Health System*, Dr. Michelli describes how to combine innovation, safety, and service to elevate and humanize your customer experience. Similarly, in *The Zappos Experience: 5 Principles to Inspire, Engage, and WOW*, he illustrates five principles you can use to "zappify" enduring success.

Delivering "Wow." In his book, *The New Gold Standard: 5 Leadership Principles for Creating a Legendary Customer Experience Courtesy of Ritz-Carlton Hotel Company*, Dr. Michelli outlines the principles that make Ritz-Carlton the gold standard in luxury hotels. He dissects and explains the rich Ritz-Carlton culture, showing how it reaches from top to bottom, creating a shining example of empowerment, trust, and discipline. According to former Speaker of the House, Newt Gingrich, "Dr. Joseph Michelli has done a great job of capturing the five key leadership principles which Simon Cooper and the Ritz-Carlton team have been applying relentlessly, energetically and with localized creativity. Anyone interested in excellence in the 21st century would profit from reading *The New Gold Standard*."

More About Dr. Joseph Michelli. In addition, Dr. Michelli has been featured on such television programs as *The Glenn Beck Show* and CNBC's *On the Money*, and for over a decade he hosted an award-winning daily radio show in Colorado Springs, Colorado. He has partnered with BusinessWeek Online to create a series of customer service-oriented educational videos.