

Joseph A. Michelli, Ph.D.

Dr. Michelli presents on a wide variety of topics and customizes his presentations for the needs of healthcare organizations.

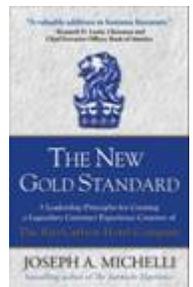
## Sample Keynote Presentations



**Healthcare: The Ultimate Service Profession:** Compassionate healthcare delivery doesn't happen by accident. To elevate the bar of service to a new standard, Dr. Michelli shares lessons learned from his work as an organizational development specialist in healthcare, and from his books about other service-oriented businesses such as The Ritz-Carlton Hotel Company. Dr. Michelli offers insight for senior healthcare executives and frontline workers on the role they can play to acculturate service professionalism and celebrate service excellence. By showing how effective leaders manage outcomes toward extraordinary service, Dr. Michelli demonstrates how to produce constructive empowerment and a culture where individuals take pride in the art, skill, and benefits of caring for patients and fellow staff members.

**The New Gold Standard: Leadership Principles for Creating Legendary Patient Experiences** – In this presentation, Dr. Michelli examines how to deliver well-defined and transformational patient experiences. **The New Gold Standard** presents cutting edge leadership strategies for selection, training, and retention of the

“right” staff. It demonstrates how leaders can drive staff engagement and ownership behavior which ultimately produces positive patient outcomes. Additionally, **The New Gold Standard** examines strategies for keeping healthcare service relevant to changing patient needs and shifting economic times.



### **When Fish Fly: Maintaining Hope, Focus and Humor During Healthcare Change:**

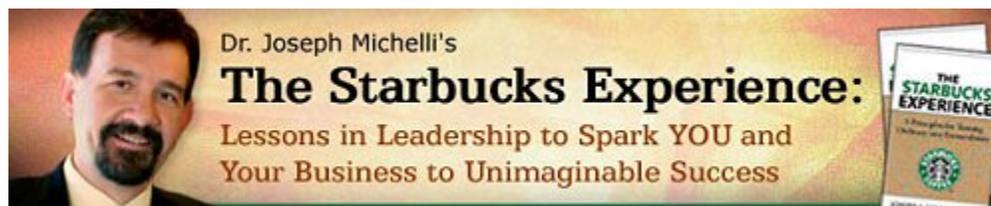
Borrowing from his experiences and/or books about companies such as Southwest Airlines, The World Famous Pike Place Fish Market, and Ben and Jerry's Ice Cream, Dr. Michelli shows you how a mirthful attitude functions as a shock absorber during times of tumultuous change in healthcare. In addition to offering strategies that individuals can easily apply to refocus from fear to productive action, Dr. Michelli identifies ways to create mirthful healthcare cultures that attract and retain the most skilled and caring professionals. Get ready to learn how to adaptively regain personal control in adversity and celebrate your co-workers, while also improving patient care.



**The Road to Practical Healthcare 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) strategies, Dr. Michelli demonstrates how healthcare facilities 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 healthcare. Dr. Michelli offers structured and advanced innovation strategies that lead to results-based breakthroughs.

**Taking Healthcare to the Next Level: The Art of Anticipation** – Fulfilling patient’s needs leads to satisfaction; anticipating patient needs leads to loyalty. Dr. Michelli examines distinctions between transactional patient care that is based on the fulfillment of a stated patient request versus “world class” care dedicated to anticipating the unstated needs of those you serve. He further shares ways for healthcare professionals to know how to improvise to produce wow experiences that are consistent with the overarching healthcare mission.



**What Can Healthcare Learn from Starbucks: It’s All About the Experience:** How did the Starbucks Coffee and Tea Company grow from a single store in Seattle, Washington to a highly visible company operating in more than 37 countries? Borrowing from his Wall Street Journal best selling book, *The Starbucks Experience*, Dr. Michelli shares 5 principles that will help healthcare facilities generate employee retention, empowerment and enviable patient loyalty. When a focus on transactions and patient satisfaction just won't do --- explore a world where "everything matters" and healthcare facilities are "beloved."

**Healthcare Management Doesn’t Work:** Admiral Grace Hooper once said “Manage things...lead people.” In the ever changing world of healthcare, 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 healthcare leader when most people are pulled toward reactive operational management. Borrowing from success principles in healthcare and across other diverse business sectors, Dr. Michelli will offer practical ideas to spark greater visionary healthcare leadership.