

Joseph Michelli, PhD, CSP

Attract and retain team members & customers. Develop a world-class service culture. Drive repeat business & referrals. Create best-in-class human experiences. Leave a lasting & purposeful legacy.

Please view the topics below as examples of the content Joseph can provide. **Joseph will individualize your presentation based on your objectives and audience needs.**



PROGRAM INFORMATION

IT'S PERSONAL: SUSTAINABLE SUCCESS THROUGH HUMAN-POWERED AND TECHNOLOGY-AIDED EXPERIENCES

Team members and customers want experiences personalized for them.

In this presentation, Joseph provides tools for forging personal emotional connections (PECs) with those you serve.

Based on his work with (and books about) companies like Airbnb, Starbucks, The Ritz-Carlton Hotel Company, and Zappos, attendees will leave with insights and resources for creating customer belonging, uncovering stated and unstated customer needs, and delivering personal and loyalty-building experiences.

ATTRACTING AND RETAINING TEAM MEMBERS AND CUSTOMERS - A TOOLKIT FOR HUMAN-CENTRIC CULTURE

You aren't in business to create profits; you are in business to serve team members and customers. Sustained profits follow when you care for and about the people inside and outside your organization.

This keynote spotlights how every individual can contribute to a constructive and empowering culture. Joseph provides actionable tools for driving autonomy, meaning, and purpose. Borrowing from his work with and books about companies like the Ritz-Carlton Hotel Company, Zappos, Mercedes-Benz, and the Pike Place Fish Market, this culture-building content increases employee engagement, customer loyalty, and meteoric growth.

LISTEN, EMPATHIZE, ADD VALUE AND DELIGHT - CRAFTING EXPERIENCES THAT DRIVE LOYALTY & REFERRALS

If you want repeat business and customer referrals, you need to do more than meet customer needs.

In this presentation, Joseph shares his LEAD model of customer engagement which focuses on listening, empathy, value creation, and anticipating needs.

Developed through his work with Mercedes-Benz, The Ritz-Carlton Hotel Company, Godiva Chocolate, Pandora Jewelry, and UCLA Health System, this keynote provides assets for understanding stated and unstated customer needs. It also fosters stronger emotional connections with core customer segments and the ability to deliver customer value consistently.

Joseph helps audience members anticipate customer preferences and develop scalable solutions that fuel customer delight and loyalty.

IT'S NOT EASY ENOUGH - STREAMLINING HUMAN EXPERIENCES THROUGH PEOPLE, PROCESS, AND TECHNOLOGY

How much effort does it take for your customers to get their needs met?

Customer retention requires well-designed experiences that make it easy for customers to get what they want and need.

Joseph offers audience members experience design tools like "Way We Serve Statements™," ecosystem blueprints, and empathy maps. These resources enable participants to meet customer needs, reduce customer effort, and target moments that matter most to customers.

Audience members benefit from proven tools that Joseph uses with clients in healthcare, retail, financial services, insurance, construction, e-commerce, insurance, food service, and hospitality.

RESILIENT, AGILE, AND ADAPTIVE - MASTERING ADVERSITY AND SUSTAINING SUCCESS

How do you ensure your people and your organization successfully face challenges and emerge stronger from adversity?

Joseph asked that question to more than 150 global business leaders, including CEOs and presidents of Google, Microsoft, Starbucks, United Way, RBC, Verizon, Southwest Airlines, Goldman Sachs, and H&R Block.

This presentation shares key learnings from those leaders (captured in his *Stronger Through Adversity* book). It also provides practical tools researched by experts in neuropsychology, learning agility, adaptive leadership, and collaborative/continuous learning.

Deploying his background as a clinical psychologist, leadership consultant, and organizational development specialist, Joseph offers the audience needed resources to ensure sustained personal and organizational growth - even in the toughest of times.

THE NEW GOLD STANDARD: LEADERSHIP PRINCIPLES FOR CREATING LEGENDARY CUSTOMER EXPERIENCES

In this presentation, Joseph examines how to deliver legendary customer experiences such as those consistently offered by The Ritz-Carlton Hotel Company.

The New Gold Standard presents cutting-edge leadership strategies for selecting, training, and retaining the "right" staff. It demonstrates how leaders and front-line workers can drive team member engagement and ownership behavior, ultimately producing transformational customer experiences.

Expounding on leadership principles such as "Define and Refine," "Empower Through Trust," and "It's Not About You," this presentation examines ways to keep your service relevant to changing customer needs and increasing expectations.

DRIVEN TO DELIGHT - THE ART AND SCIENCE OF WORLD-CLASS CUSTOMER EXPERIENCES

World-class customer experience companies pass the **C.R.U.D.** Test. Accordingly, they elevate **C**redible, **R**elevant, **U**nique, and **D**urable experiences.

Based on Joseph's book titled "**Driven to Delight - Delivering World-Class Customer Experiences the Mercedes-Benz Way**," participants learn how to:

- Create a compelling vision for exceptional customer experiences
- Identify the ever-changing wants, needs, and desires of customers
- Map out essential customer journeys and high-value contact points
- Effectively evaluate customer perceptions throughout their brand journey
- Resolve customer needs swiftly and constantly improve the delivery of experiences
- Link rewards and recognition to customer experience excellence

Since 75% of customers who leave a business indicate they are "satisfied or highly satisfied" at the time of their departure, this presentation offers tools Joseph used with Mercedes-Benz to catapult positive emotional value and customer loyalty. It emphasizes the importance of being **Driven to Delight** - with every customer, every time - no excuses.

DISTINCT AND BRANDED CUSTOMER EXPERIENCES - 5 PRINCIPLES FOR TURNING ORDINARY INTO EXTRAORDINARY

How do you distinguish your products and services through the experiences you provide? For example, Starbucks became synonymous with coffee by creating the "third place" experience - one that reflects affordable luxury and aspires to be the "living room" of the community.

This presentation builds on Joseph's work with Starbucks (and two books he's written about them - ***The Starbucks Experience*** and ***Leading the Starbucks Way***) by mixing in customer engagement strategies from other books he's written about companies like Zappos, Airbnb, and UCLA Health Systems.

Using principles like "Make it Your Own," "Surprise and Delight," and "Embrace Resistance," Joseph shows how anyone can create a branded customer experience that drives sustained growth and profitability.

HIGH QUALITY, CUSTOMIZED VIRTUAL PRESENTATIONS

Joseph adapts his content to accommodate virtual events and broadcasts from a studio equipped with a fiber optic internet connection and professional video, audio, and lighting equipment.

Joseph has a producer on-site to ensure your virtual event goes smoothly. He is also certified as a virtual presenter by **eSpeakers**.