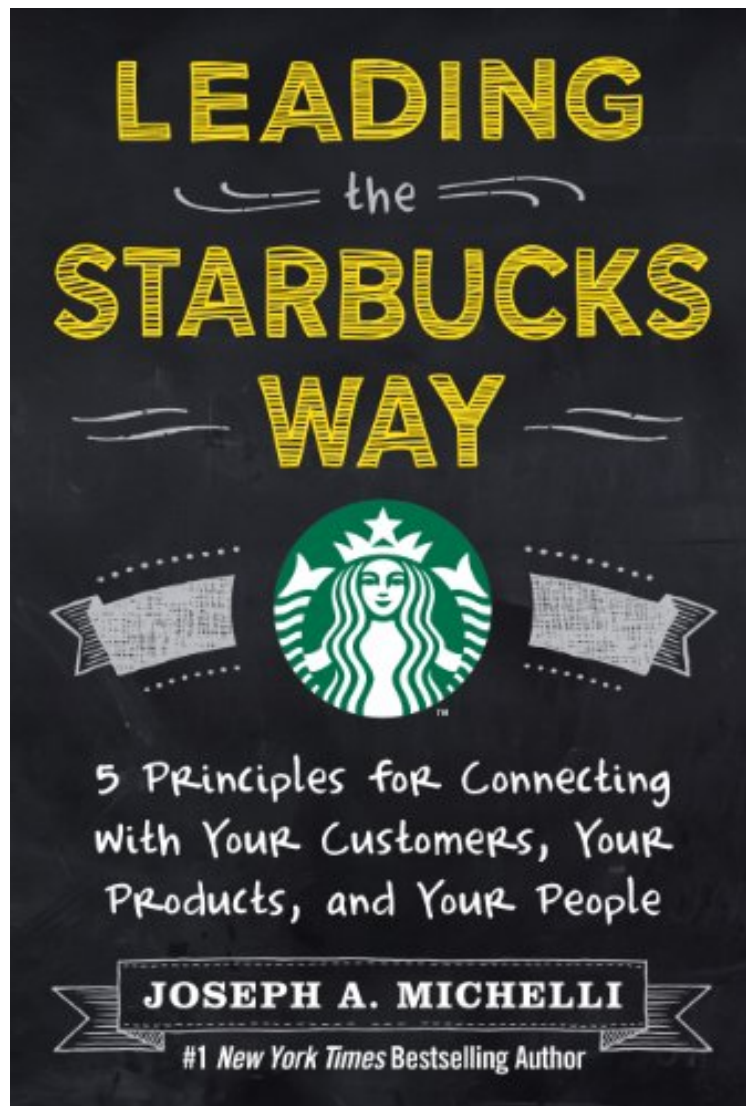


(Free pdf) Leading the Starbucks Way: 5 Principles for Connecting with Your Customers, Your Products and Your People (Business Books)

Leading the Starbucks Way: 5 Principles for Connecting with Your Customers, Your Products and Your People (Business Books)

Joseph Michelli

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Joseph Michelli : Leading the Starbucks Way: 5 Principles for Connecting with Your Customers, Your Products and Your People (Business Books) before purchasing it in order to gage whether or not it would be worth my time, and all praised Leading the Starbucks Way: 5 Principles for Connecting with Your Customers, Your Products and Your People (Business Books):

2 of 2 people found the following review helpful. Starbucks: Where Engaging and Compassionate Leadership

Practices Anchor a Successful and Purposeful Business By Robert Adams A man sits alone at lunch in his favorite Starbucks store and tells a green apron-clad Starbucks barista that the store is his midday refuge, noting, "At Starbucks, you are nice to me, you remember me, and you seem genuinely grateful that I am here." - from *Leading the Starbucks Way* Stories like this exemplify a company whose leaders establish a compelling vision and manifest behaviors that culminate not only in product sales but also in powerful, loyalty-rich human connections. Organizational consultant and author Joseph Michelli returns to the world of Starbucks in his latest book "Leading the Starbucks Way." One of the best-recognized and admired brands in the world, Starbucks singlehandedly transformed the ordinary delivery of coffee into a cultural phenomenon - a result of the company's exemplary leadership practices. Michelli, also author of the bestseller "The Starbucks Experience", explains that the international success of Starbucks begins with a promise: to inspire and nurture the human spirit - one person, one cup, and one neighborhood at a time. Michelli appropriately begins "Leading the Starbucks Way" with a perspective on the leadership principles that drove the iconic coffee company's resurgence from serious setbacks during the economic downturn - one of the few turnaround stories of this time. The foundation of the turnaround was the following Transformation Agenda: 1. Be the undisputed coffee authority 2. Engage and inspire our partner 3. Ignite the emotional attachment with our customers 4. Expand our global presence - while making each store the heart of the local neighborhood 5. Be the leader in ethical sourcing and environmental impact 6. Create innovative growth platforms worthy of our coffee 7. Deliver a sustainable economic model Those seven moves resulted in 13 consecutive quarters of global comparable store sales growth greater than 5%. Today, there are over 200,000 people serving more than 60 million weekly customers who frequent more than 18,000 stores in more than 60 countries worldwide. For his latest book Michelli conducted over two years of research, with uninhibited access to leaders and partners at all levels of the company. More than 500 hours of interviews and research produced the following five leadership principles: 1. Savor and elevate 2. Love to be loved 3. Reach for common ground 4. Mobilize the connection 5. Cherish and challenge your legacy The remainder of the book focuses on these five principles, illustrating them with stories and interviews of Starbucks partners around the world. While these stories are great in and of themselves, the questions Michelli scatters throughout the book are pure gold. Questions like the following are readily transferable to any size and type organization: 1. How do leaders at Starbucks strategically and tactically steward the company's products and people to build customer engagement, loyalty, advocacy, and even brand love? 2. How do these leaders model and inspire excellence in product delivery, the creation of moments of authentic service, and enterprise-wide appreciation for the importance of shareholder value, and a contagious demonstration of social conscience? 3. How do Starbucks partners expand relationships beyond the cafe/cute; environment? 4. How does Starbucks leverage technology to enhance customer experiences? 5. What does Starbucks do to customize offerings to address local desires around the globe? "Leading the Starbucks Way" is an excellent tool for any leader's continuing education process. I highly recommend adding it to your collection - and begin reading and implementing its principles immediately. 2 of 2 people found the following review helpful. awesome By Shaughn Keegan I love Starbucks the company although I would die before paying the outrageous prices they want for their coffee. This is a great book giving you a look inside how the business operates. I read it at my library and bought my own copy. 4 of 5 people found the following review helpful. Solid book By Customer I work as director for online education in a higher education institution in Chile. One of the key aspects of being an online student or teacher is the experience they have with the distance education. Providing a solid, powerful, consistent and robust experience is a challenge. You must have a complete customer-oriented culture. I have applied and adapted several practices from other industries. From Apple Store policies to the Golden Standards of Ritz-Carlton, including several ideas from Virgin Airlines to our recruitment processes. Having a customer, student, or teacher-oriented culture, a service culture is a real but good challenge, and this is where a good and inspiring leadership become important and critical. Leaders must connect your company products or services with its own people, and customers by building bridges. This book is an in-depth view on how Starbucks creates all of their bridges, and while Starbucks is a mainly a coffee store, the book is full of example, practices you can apply to your team, regardless of your company size. I think Joseph Michelli has written a very good 2nd part of "The Starbucks Experience". A book that must be in every manager's shelf.

Lead Your Business the Starbucks Way Foreword by Herve Humler, President and COO, The Ritz-Carlton Hotel Company, L.L.C. One of the best-recognized and admired brands in the world, Starbucks singlehandedly transformed the ordinary delivery of coffee into a cultural phenomenon--a result of the company's exemplary leadership practices. Joseph Michelli, author of the Wall Street Journal, USA Today, and BusinessWeek bestseller *The Starbucks Experience*, explains that the international success of Starbucks begins with a promise: To inspire and nurture the human spirit--one person, one cup, and one neighborhood at a time. Michelli offers a perspective on the leadership principles that drove the iconic coffee company's resurgence from serious setbacks during the economic downturn--one of the few true turnaround stories of this time. And the company continues to grow dramatically, entering new markets and channels with fresh products and technologies. In *Leading the Starbucks Way*, Michelli establishes five actionable principles that fuel long-term global sustainability at Starbucks and that can be used in any company, in any industry: Savor and Elevate Love to Be Loved Reach for Common Ground Mobilize the Connection

Cherish and Challenge Your Legacy *Leading the Starbucks Way* is a penetrating look at the inner workings of one of today's most successful brands. The company gave Michelli one-on-one access to a variety of employees (called partners) to write this book--from baristas to senior leaders, including Howard Schultz, chairman, president, and chief executive officer. In short, success is all about loving your product, loving your customers, and loving your employees. Sincerely. Without fail. Even in the face of business challenges. Praise for *Leading the Starbucks Way* "Michelli shows us how a small Seattle-based chain of coffee shops became one of the most beloved brands on the planet. So grab a cup of coffee, put your feet up, and read this book!" Ken Blanchard, coauthor of *The One Minute Manager*; and *Leading at a Higher Level* "Culture is everything! This fast-moving, fascinating book gives you countless practical ideas you can use immediately to create a company climate of inspiration and loyalty." Brian Tracy, author of *Full Engagement* "Michelli identifies the principles by which Howard Schultz and his team passionately perform in a culture that loves, respects, and rewards suppliers, employees, customers, shareholders, and the community." Robert Spector, author of *The Nordstrom Way* "Leading the Starbucks Way provides the key success factors of a lifestyle brand that is globally scaled, locally relevant, and powered by the passion of the Starbucks culture." John Timmerman, PhD, Senior Strategist of Customer Experience and Innovation, Gallup "Organizational consultant Michelli serves up a new helping of the recipe for business success he offered in *The Starbucks Experience*." Kirkus Reviews

"An accessible and practical guide to corporate success." *Publisher's Weekly* 20130828 About the Author Joseph A. Michelli is an organizational consultant who focuses on intersections of business, leadership, and workplace productivity. He is the bestselling author of *The Starbucks Experience*, *The New Gold Standard*, *Prescription for Excellence*, and *The Zappos Experience*. One of today's leading thinkers on the topic of customer experience, Michelli also speaks to corporate audiences approximately 60 times a year.