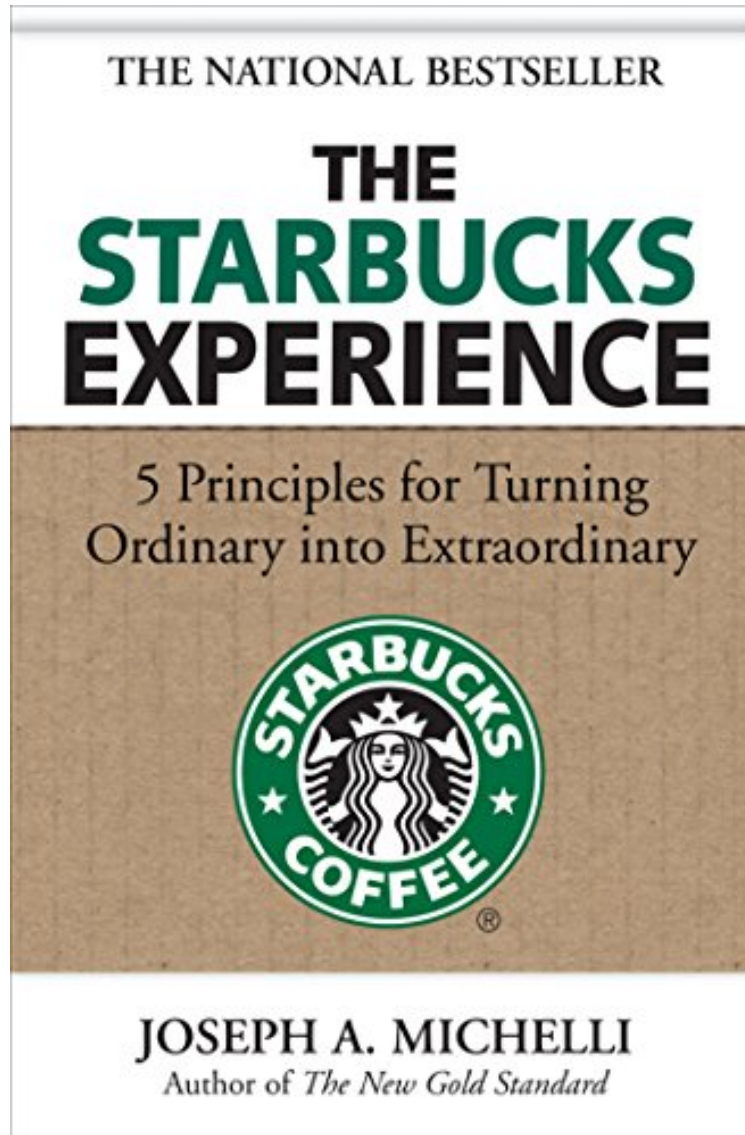


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# The Starbucks Experience: 5 Principles for Turning Ordinary Into Extraordinary

Joseph Michelli

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**Joseph Michelli : The Starbucks Experience: 5 Principles for Turning Ordinary Into Extraordinary** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Starbucks Experience: 5 Principles for Turning Ordinary Into Extraordinary:

1 of 1 people found the following review helpful. Good read and very helpfulBy Dylan O.I enjoyed the positive nature of this book, and it was nice to learn more about the practices of a company to which I've devoted a large portion of

my coffee patronage. But after awhile, it started to read more like a long promotional pamphlet touting Starbucks' excellence. Since I'm thinking about starting my own business, this book was helpful to me because it identified some important ideals to strive for. It made me think about my message, how I want to brand myself, and what inconsistencies I need to solve. On page 58, the author writes, "Great leaders look for ways to maximize the felt sense that their business generates." This made me think about the feelings I want to inspire in people when they meet me and when I have the opportunity to serve them. I stopped to reflect on my business goals and intended practices pretty often while reading this book. It devotes a chapter to each of Starbucks' five principles with thinking points at the end of each chapter that anyone can apply to their own business. I also liked the call-out boxes that help readers relate Starbucks' practices to their own situations. Starbucks has indeed made a commitment to providing for its employees, the community, and the environment. If more businesses (large and small) operated with the integrity described in this book, the world would be a much better place. The author appeared semi-unbiased when he talked of Starbucks' success stories, and he did not hesitate to address some of the bad press the company has received over the years. He discussed China's resistance to the opening of Starbucks stores in their country, saying the overall first impression was a prime example of "US imperialism" (pages 121-123). Then he goes on to discuss how Starbucks solved the bad image by getting involved in the communities they served and tailoring the Starbucks experience to the Chinese culture. At times, however, it goes to far with its "Starbucks saved the day!" anecdotes. It is a testament to how much effort the company puts into employee training though. I don't think I've ever had a rude barista at Starbucks. Actually, I haven't had any problems with baristas in the other coffeeshops I visit either. The book talks about how Starbucks raises the bar for the other businesses in the area when it sets up shop in a new place. I am sure there are examples to the contrary, but I have to take the book's word on it since I haven't been anywhere that Starbucks is considered "new" in a really long time! I think this book has some value for people going into business for themselves or those at the management level at a company where they have some decision-making power. Otherwise, it's just a feel-good read about people making positive changes in the world. I hope my review has been helpful to you. It encourages me to continue writing and updating my reviews. Please leave a comment if you have any questions, I will be more than happy to answer if I can be of help. 0 of 0 people found the following review helpful. I finished! By SCGirl In the context of an Uber world, it is refreshing to finish a book about a company where ethics and corporate responsibility are critical to the culture. The beginning outline of the Five Factors was great but then the stories exemplifying those factors seemed to go on a bit for me. I appreciate this experience and the core model available for other companies to emulate, but it makes me wonder (just because of Uber) what may be hidden under the rug. The author was very fair to point out that the company is not perfect, but I think that's what ethics and corporate responsibility is all about - being true to your core. Perfection is not realistic. 1 of 1 people found the following review helpful. Retail is detail By Sandra Trolinger This book is a MUST read for baristas and other Starbucks employees as it reaffirms WHY Starbucks is the number one coffee shop in the world. The employees meet expectations of their customers as the third place and it goes beyond getting a hot cup of coffee or icy frappuccino. It means making contact with the customer by smiling and asking about their day and the ritual of writing their name on their cup and remembering their order if they are a regular. It means surprising them by connecting with them on a deeper level with humor and compassion whenever possible. It means offering a fair trade product and be involved in the community that Starbucks thrives in and making it a better place for those businesses around them. It means offering health insurance to part time employees and understanding the Starbucks experience means extraordinary commitment to excellence above and beyond their product.

**WAKE UP AND SMELL THE SUCCESS!** You already know the Starbucks story. Since 1992, its stock has risen a staggering 5,000 percent! The genius of Starbucks success lies in its ability to create personalized customer experiences, stimulate business growth, generate profits, energize employees, and secure customer loyalty—all at the same time. The Starbucks Experience contains a robust blend of home-brewed ingenuity and people-driven philosophies that have made Starbucks one of the world's "most admired" companies, according to Fortune magazine. With unique access to Starbucks personnel and resources, Joseph Michelli discovered that the success of Starbucks is driven by the people who work there—the "partners"—and the special experience they create for each customer. Michelli reveals how you can follow the Starbucks way to Reach out to entire communities Listen to individual workers and consumers Seize growth opportunities in every market Custom-design a truly satisfying experience that benefits everyone involved Filled with real-life insider stories, eye-opening anecdotes, and solid step-by-step strategies, this fascinating book takes you deep inside one of the most talked-about companies in the world today. For anyone who wants to learn from the best—and be the best—The Starbucks Experience is a rich, heady brew of unforgettable user-friendly ideas.

From Publishers Weekly In this paean to "one of the truly exceptional American success stories," Michelli convinces the reader that Starbucks is a great company, but he stumbles when trying to extract "precepts that can enhance your business and your personal life." He explores the various levels on which Starbucks succeeds, from its generous HR

policies and lively work environment to its attention to detail and genuine concern for social causes—all of which highlight how singular a company it is. (Michelli throws in the word "unique" as often as twice a sentence.) But when it comes to advice for businesspeople, his "simple, yet not simplistic" tenets are too vague to be very helpful. Michelli notes that he has no personal stake in Starbucks: "I am not here to sell you on the company." But his enthused exclamations—"It is difficult to imagine all the great things that are yet to come for Starbucks"—give *The Starbucks Experience* the ring of an authorized book. Still, the company's practices are undeniably innovative and inspiring, and even if most of them aren't directly relevant, there's surely something in this book that's applicable to most businesses. (Nov.) Copyright © 2003; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved.

From the Back Cover: "Keen insight on the transformational power of Starbucks." —Dr. Jackie Freiberg, bestselling coauthor, *Guts!* and *Nuts!* "Practical, proven ideas and strategies that you can apply immediately." —Brian Tracy, bestselling author of *Million Dollar Habits*

How did Starbucks turn a cup of coffee into a worldwide business phenomenon? With unique access to Starbucks personnel and resources, Joseph Michelli isolated the 5 key leadership principles that transformed an ordinary idea into an extraordinary experience.

Principle 1: Make It Your Own  
Principle 2: Everything Matters  
Principle 3: Surprise and Delight  
Principle 4: Embrace Resistance  
Principle 5: Leave Your Mark

About the Author: Joseph A. Michelli, Ph.D., is the founder of Lessons for Success, a training, consulting, and keynote presentation company. He also hosts an award-winning daily radio show on KVOR-AM in Colorado and speaks to various organizations throughout the world. Visit [josephmichelli.com](http://josephmichelli.com)