



JIM KNIGHT

**KEYNOTE SPEAKER, AUTHOR, ENTREPRENEUR,
AND GLOBAL TRAINING EXPERT WHO TEACHES COMPANIES
HOW TO ATTAIN “ROCK STAR” STATUS**

IMPORTANT LINKS

CLICK the link below for:
[Speaker Website](#)
[Preview Video](#)

AREAS OF IMPACT

Leadership
Company Culture
Customer Service
Employee Retention

BOOK JIM

Please contact
Michelle Joyce
704-965-2339
Michelle@MichelleJoyce.com
www.MichelleJoyce.com



MICHELLE JOYCE
— SPEAKERS —

MEET JIM



Jim Knight teaches organizations of all sizes how to attain their own “rock star” status.

Although his illustrious career started at Gatorland Zoo in Florida (he has the scars to prove it), Jim cut his teeth in the hospitality training industry and eventually led Global Training for Hard Rock International for two decades. His customized programs show how to amp up organizational culture, deliver world-class differentiated service, and build rock star teams and leaders.

Known for his signature spikey hair, Jim's programs are high energy, engaging, and memorable. He is the author of *Culture That Rocks: How to Revolutionize Your Company's Culture* (featured in *Entrepreneur Magazine* as one of the “5 Books That Will Help You Transform How You Do Business”); *Leadership That Rocks: Take Your Brand's Culture to Eleven and Amp Up Results*; and *Service That Rocks: Create Unforgettable Experiences and Turn Customers Into Fans*.

A portion of Jim's book sales, podcast revenue, speaking fees, and training program proceeds goes to No Kid Hungry and Cannonball Kids' Cancer.

**FOR BOOKING INFORMATION
PLEASE CONTACT MICHELLE JOYCE**

✉ Michelle@MichelleJoyce.com

☎ 704-965-2339



TESTIMONIALS



"In 20 years of producing events for blue chip brands I have never seen such an engaging speaker as Jim Knight. His content is compelling, informative, relevant to the times, and most importantly, very emotionally engaging. The audience was absolutely engaged for two straight hours as Jim articulated his philosophy on brand building with incredible stories and characters from his experiences. We will be bringing him back!"

– JIM CRYSTAL, THE REVELRY AGENCY

"You're nuts if you don't do whatever it takes to book this guy at your next event. Jim Knight is epic!"

– AMANDA HITE, CO-FOUNDER / CEO, BE THE CHANGE REVOLUTION

"Jim's knowledge, expertise, and passion on a variety of topics is beyond impressive. His ability to present important substantive ideas in compelling ways that inspire is truly a gift. There's no way to leave one of Jim's sessions without feeling energized, inspired, and ready to start a revolution in your organization."

– ALAN SCHAEFER, FOUNDER, BANDING PEOPLE TOGETHER

"As a meetings and events industry veteran, who knows so many speakers personally, I think Jim Knight is a rare gem amongst the rest. Hearing Jim's presentation on "Service That Rocks" helped me to find and hit the 'reset' button in my approach with my current and potential clients. It was just the reminder I needed about the importance of my service level and how I can use my outstanding service to win customers for life."

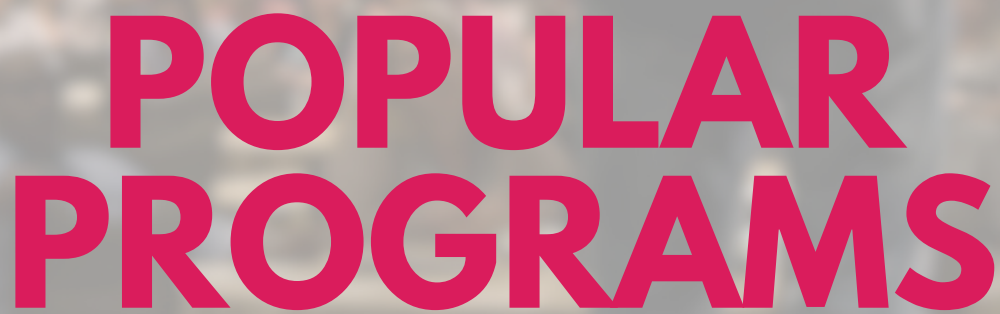
– REBECCA JACQUES, PRESIDENT, INSPIRED HOSPITALITY RECRUITING

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POPULAR PROGRAMS

All of Jim's programs are personalized and customized for each audience, and can be delivered in person or virtually for your next event.



LEADERSHIP THAT ROCKS

How to Deliver Stellar Results with Practical Initiatives and Take Your Brand to Eleven



This high-energy and impactful keynote presentation is effectively designed to provide leaders [at any level] the practical and tactical initiatives needed to create an iconic business. The program will deliver rapid-fire best practices that any leader can immediately put into practice, starting them down the road to rock star success.

Using the visceral backdrop of Rock and Roll and examples from several well-known brands, keynote speaker and best-selling author Jim Knight sparks new ideas and shares key strategies for implementing initiatives and leading others to produce desired results.

Leadership That Rocks teaches how to become a culture-driven, versatile leader, and a catalyst for change within your organization. Audience members will learn how to develop their own leadership skills and powerfully grow their brand's culture from within.

Key, unique concepts include:

- Producing a Virtuous Environment
- Hiring and Retaining Rock Stars
- Enhancing Employee Engagement
- Amping Up Communication
- Creating an Army of Promotable Giants
- Guaranteeing Customer Obsession
- Becoming Heart-Centered
- Effectively Dealing with Change
- Staying Resilient in Trying Times
- Fostering Mentorship
- Taking Personal Accountability

The time allotted is packed full of visual images, out-of-the-box thinking, videos, personal stories, industry statistics, case studies, and an interactive handout for some real “take aways”... all told through the spirit of Rock and Roll!

CULTURE THAT ROCKS

How to Amp Up Your Company's Culture and Deliver Sustainable Results

This high-energy, interactive, and visual keynote presentation focuses on individuals, departments, and entire companies who are charged with creating, maintaining, or revolutionizing an organization's culture, ensuring it stays relevant in the 21st century. The program delves into every area of a company's environment and reveals realistic solutions for systemic change.

Using the visceral backdrop of Rock and Roll and examples from several well-known brands, keynote speaker and best-selling author Jim Knight sparks new ideas and shares key strategies to transform any organization's culture, regardless of the company's cultural history or status.

Key, unique concepts include:

- A clear-cut definition of Company Culture (finally!)
- Understanding Heritage vs. Culture
- Identifying 3C Rock Stars
- Amping Up Communication
- Delivering Service Differentiation
- Enhancing Employee Engagement
- Handling Organizational Change
- Developing Resiliency
- Cultivating a Remote Workforce

The time allotted is packed full of visual images, out-of-the-box thinking, videos, personal stories, industry statistics, case studies, and an interactive handout for some real "take aways"... all told through the spirit of Rock and Roll!



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SERVICE THAT ROCKS

How to Create Unforgettable Experiences and Turn Customers into Fans

Every business has competitors. And how you set yourself apart will determine whether your customer will fall madly in love with you... or not.

This high-energy, interactive, and visual keynote presentation focuses on how to differentiate your organization from the rest of the competition to become the business of choice. This program will deliver thought-provoking best practices to create mind-searing customer obsession and loyalty.

Armed with examples from his 21-year run as the head of Global Training & Development for Hard Rock International, keynote speaker and best-selling author Jim Knight sparks new ideas and shares key strategies on creating unforgettable experiences for your customers.

Key, unique concepts include:

- Becoming Customer-Obsessed
- Embracing a Differentiated Service Mentality
- Avoiding Acceptable Mediocrity
- Eliminating 4-Letter Words
- Building Mental Shelf Space
- Empowering Employees
- Writing Yourself into the Story
- Increasing Value Proposition

The time allotted is packed full of visual images, out-of-the-box thinking, videos, personal stories, industry statistics, case studies, and an interactive handout for some real “take aways”... all told through the spirit of Rock and Roll!



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ENGAGEMENT THAT ROCKS

How to Enhance Employee Experiences and Retain Chart-Topping Talent

Knowing that employees are so critical to any business, how leaders treat them is the one true strategy to empower and retain team members, manage a remote workforce, and ultimately create a world-class organization. This high-energy keynote program is effectively designed to highlight proven ways to create and maintain a strong internal culture through robust engagement.

Using the visceral backdrop of Rock and Roll and examples from several well-known brands, keynote speaker and best-selling author Jim Knight sparks new ideas and shares key strategies to secure commitment (versus compliance) from employees, ensuring they stick around longer, deliver unforgettable customer experiences, and produce sustainable results.

Key, unique concepts include:

- Understanding Virtuous vs. Vicious Environments
- Harnessing the Power of Storytelling
- Amping Up Communication
- Empowering Team Members
- Embracing Technology
- Employing the Emotional Bank Account
- Considering Customized Benefits
- Utilizing Philanthropy as a Differentiator
- Positively Leading Change Initiatives
- Managing a Remote Workforce
- Retaining Top Talent

The time allotted is packed full of visual images, out-of-the-box thinking, videos, personal stories, industry statistics, case studies, and an interactive handout for some real “take aways”... all told through the spirit of Rock and Roll!



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BUILDING A ROCK STAR TEAM

How to Find, Develop, and Keep Brand Ambassadors to Deliver Iconic Results

All business results (good and bad) occur because of human behaviors. This high-energy keynote program explores specific strategies and best practices in every area of The Employee Life Cycle.

Armed with examples from his 21-year run as the head of Global Training & Development for Hard Rock International, and using the visceral backdrop of Rock and Roll, keynote speaker and best-selling author Jim Knight sparks new ideas and shares key strategies to tap into the needs of today's talent pool and explore innovative ways to create, maintain, or even revive a team of rock stars.

Key, unique concepts include:

- Understanding the Drivers of Today's Workforce
- Recruiting Hidden Rock Stars
- Overhauling Onboarding
- Revolutionizing Training Concepts
- Utilizing Performance Management Tools
- Designing World-Class Collateral
- Implementing Effective Communication Platforms
- Customizing Recognition
- Implementing Coaching & Counseling Techniques
- Fostering Mentorship
- Creating an Army of Promotable Giants

This program is effectively designed to highlight best practices in every area of the Employee Life Cycle. The time allotted is packed full of visual images, out-of-the-box thinking, videos, personal stories, industry statistics, case studies, and an interactive handout for some real "take aways"... all told through the spirit of Rock and Roll!



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