

A circular portrait of Jim Knight, a man with spiky brown hair and a beard, wearing a denim jacket over a grey t-shirt. He is making a rock-on hand gesture with both hands. The background is a solid teal color.

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 and](#)
[Preview Videos](#)

AREAS OF IMPACT

Leadership
Company Culture
Customer Service
Employee Engagement

BOOK JIM

Please contact
Michelle Joyce
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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 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 spiky hair, Jim is the best-selling author of *Culture That Rocks: How to Revolutionize Your Company's Culture* and was featured in *Entrepreneur Magazine* as one of the “5 Books That Will Help You Transform How You Do Business”.

His new book, *Leadership That Rocks: Take Your Brand's Culture to Eleven and Amp Up Results*, launches May 2021.

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**

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 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

Create Rock Star Employees and Amp Up Results

This impactful keynote presentation is effectively designed to provide leaders of any level practical and tactical initiatives to create an iconic business - internally and externally.

Key points include:

- Producing a Virtuous Environment
- Hiring Rock Stars
- Enhancing Employee Engagement
- Creating an Army of Giants
- Amping Up Communication
- Fostering Mentorship and Accountability
- Becoming Heart-Centered
- Developing Emotional Bank Accounts

This program will deliver rapid-fire best practices that any leader can immediately put into practice, starting them down the path to rock star success.

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CULTURE THAT ROCKS

How to Amp Up and Revolutionize Company Culture

This high-energy keynote presentation focuses on individuals, departments, and entire companies who are charged with creating, maintaining, and revolutionizing an organizational culture.

The program delves into every area of a company's environment and reveals realistic solutions for systemic change.

Key points include:

- Defining Company Culture
- Understanding Heritage vs. Culture
- Identifying 3C Employees
- Creating Brand Ambassadors
- Amping Up Communication
- Enhancing Employee Engagement
- Handling Organizational Change
- Developing Resiliency

Regardless of your company's cultural history or status, this program will inspire attendees to take up the challenge of enhancing their organizational environment.

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SERVICE THAT ROCKS

Create Unforgettable Experiences and Turn Customers into Fans

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

This high-energy, interactive, and visual keynote presentation teaches how to differentiate your organization from the rest to become the business of choice.

Key points include:

- Becoming Customer Obsessed
- Delivering Personalized Experiences
- Avoiding Acceptable Mediocrity
- Eliminating 4-Letter Words
- Creating Raving Fans
- Building Mental Shelf Space
- Writing Yourself into the Story
- Increasing Value Proposition

Immersed in the spirit of Rock 'n Roll, this edu-taining program will deliver thought-provoking best practices to create mind-searing customer obsession.

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BUILDING A ROCK STAR TEAM

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

This program is effectively designed to highlight best practices in every area of the Employee Life Cycle. Key strategies include how to tap into the needs of today's talent pool, and innovative ways to create, maintain, or revive a strong employee culture, regardless of its current state.

Key points include:

- Understanding the Drivers of Today's Workforce
- Finding and Retaining Top Talent
- Overhauling Onboarding
- Revolutionizing Training Concepts
- Designing Effective Collateral
- Embracing Technology
- Amping Up Communication
- Utilizing Performance Management Tools
- Realizing the Power of Storytelling
- Fostering Mentorship and Development
- Celebrating

All business results (good or bad) occur because of human behaviors. This program explores specific strategies to empower, inspire, and elevate your employees, creating a team of rock stars for your organization.

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