

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 Retention

BOOK JIM

Please contact
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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**

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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."

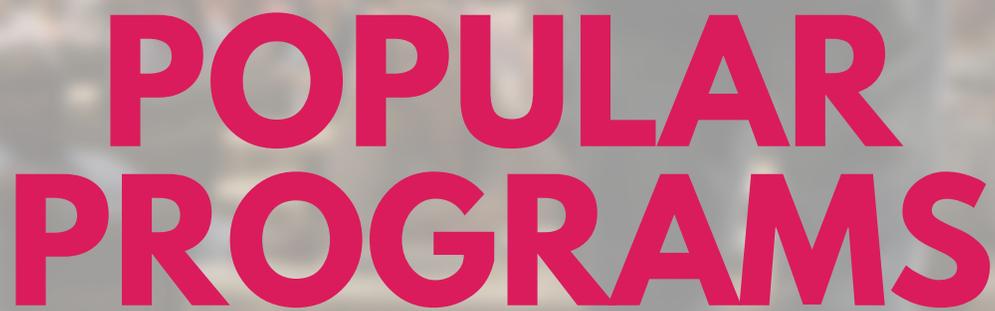
– REBECCA JACQUES, PRESIDENT, INSPIRED HOSPITALITY RECRUITING



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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

Take Your Brand's Culture to Eleven and Amp Up Results



Leaders face tough challenges in today's environment. How do you enhance your company's culture in your current role? How do you establish yourself as a leader that takes your organization's brand to eleven?

This keynote program teaches all leaders -- regardless of title and tenure -- how to bring the attitude, aptitude, and work ethic to create an iconic culture with rock star business results.

Leadership That Rocks uses examples from some of the most influential and recognizable figures to show you how to become a culture-driven, versatile leader, and a catalyst for change within your organization. You will learn how to develop your own leadership and to powerfully grow your brand's culture from within:

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.

Culture That Rocks addresses the many categories of an organization's culture, including hiring the right talent, creating a differentiated service approach, understanding today's workforce, enhancing internal collateral, utilizing technology, increasing enterprise wide communication, engaging in authentic philanthropic initiatives, and highlighting the importance of personal leadership.

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

How do you turn customers into raving fans? You start by giving them experiences they will never forget.

Whether you sell products or services, the only way to stand out is by treating your customers like rock 'n' roll royalty -- every single time they interact with your company.

Service That Rocks shows you how to begin by hiring people especially suited to your business, then giving them the training and permission they need to make your brand iconic.

This impactful keynote draws on examples from some of the world's most recognizable brands, along with lesser-known [but equally potent] single-location entities. The result is that when exemplary service permeates your organization's culture, it will transcend from being transactional to memorable.

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

With *edu-taining* practical advice and actionable tips, this program gives you the ultimate set list to avoid mediocrity and create service so memorable it will transform your customers into devoted fans of the brand.

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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 Philanthropy

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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