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Make it your own; Everything matters;
Surprise and delight; Embrace resistance; and
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Dr. Michelli makes use of real-life insider stories, eye opening anecdotes, and step-by-step strategies to condense Starbucks' working philosophies into five key principles in order to enable readers to learn from the best - and be the best. Happy Reading ... 4.

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The Big Idea Everyone is familiar with the Starbucks story.

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But leaders at Starbucks have provided a

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Extraordinary that allows partners to infuse themselves into their work, so that they can inspire customers in legendary ways. The leaders call this the "Five Ways of Being":

- Be welcoming
- Be genuine
- Be considerate
- Be knowledgeable
- Be involved

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I thought The Starbucks Experience: 5 Principles for Turning Ordinary Into Extraordinary was an excellent book and would recommend it to anyone managing people. It documents an interesting framework for running a business and is full of great examples of each principle to illustrate application of the principle to “real life” in a business.

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Turning Ordinary into Extraordinary. because Starbucks successfully converted me into a coffee lover, and has done the same for countless millions worldwide.

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