



Leading the Starbucks Way: 5 Principles for Connecting with Your Customers, Your Products and Your People

Joseph A. Michelli

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Lead Your Business the Starbucks Way **Foreword by Herve Humler, President and COO, The Ritz-Carlton Hotel Company, L.L.C.**

One of the best-recognized and admired brands in the world, Starbucks singlehandedly transformed the ordinary delivery of coffee into a cultural phenomenon--a result of the company's exemplary leadership practices.

Joseph Michelli, author of the *Wall Street Journal*, *USA Today*, and *BusinessWeek* bestseller *The Starbucks Experience*, explains that the international success of Starbucks begins with a promise: To inspire and nurture the human spirit--one person, one cup, and one neighborhood at a time. Michelli offers a perspective on the leadership principles that drove the iconic coffee company's resurgence from serious setbacks during the economic downturn--one of the few true turnaround stories of this time. And the company continues to grow dramatically, entering new markets and channels with fresh products and technologies.

In *Leading the Starbucks Way*, Michelli establishes five actionable principles that fuel long-term global sustainability at Starbucks and that can be used in any company, in any industry:

Savor and Elevate

Love to Be Loved

Reach for Common Ground

Mobilize the Connection

Cherish and Challenge Your Legacy

Leading the Starbucks Way is a penetrating look at the inner workings of one of today's most successful brands. The company gave Michelli one-on-one access to a variety of employees (called partners) to write this book--from baristas to senior leaders, including Howard Schultz, chairman, president, and chief executive officer.

In short, success is all about loving your product, loving your customers, and loving your employees. Sincerely. Without fail. Even in the face of business challenges.

Praise for *Leading the Starbucks Way*

"Michelli shows us how a small Seattle-based chain of coffee shops became one of the most beloved brands on the planet. So grab a cup of coffee, put your feet up, and read this book!"

Ken Blanchard, coauthor of *The One Minute Manager*(R) and *Leading at a Higher Level*

"Culture is everything! This fast-moving, fascinating book gives you countless practical ideas you can use immediately to create a company climate of inspiration and loyalty."

Brian Tracy, author of *Full Engagement*

"Michelli identifies the principles by which Howard Schultz and his team passionately perform in a culture

that loves, respects, and rewards suppliers, employees, customers, shareholders, and the community."

Robert Spector, author of *The Nordstrom Way*

"*Leading the Starbucks Way* provides the key success factors of a lifestyle brand that is globally scaled, locally relevant, and powered by the passion of the Starbucks culture."

John Timmerman, PhD, Senior Strategist of Customer Experience and Innovation, Gallup

"Organizational consultant Michelli serves up a new helping of the recipe for business success he offered in *The Starbucks Experience*."

Kirkus Reviews

Leading the Starbucks Way: 5 Principles for Connecting with Your Customers, Your Products and Your People Details

Date : Published September 3rd 2013 by McGraw-Hill Education (first published July 1st 2008)

ISBN : 9780071801256

Author : Joseph A. Michelli

Format : Hardcover 304 pages

Genre : Business, Leadership, Nonfiction

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From Reader Review Leading the Starbucks Way: 5 Principles for Connecting with Your Customers, Your Products and Your People for online ebook

Jennifer Hovanec says

Becoming a better business person, for me anyway, means figuring out how to lead your team while allowing them to discover their own leadership potential. This seems to be a basis for the way that Starbucks does business. I'll always be grateful for the way they taught me to do business. This book reminded me that I have the potential to move forward with those ideas in mind.

Onward!

Donnovan Simon says

Interesting read. Lots to learn about the culture of a very popular company. There are great insights on the mechanics of making things work although some seem glossed for the reading audience. That Howard Schultz has been able to make the Starbucks machinery primed to succeed cannot be questioned but the book tends to give the impression that the organization has perfected every art and all are aligned. I became more observant as I stopped in Starbucks stores after reading the book and it must be accepted that for many of the "partners", it was a job to help cover costs and nothing more. That said, there is much to take away especially for small business owners who want to reach the pinnacle.

Tara Broadway says

Very interesting book. a great read if you want to know how to run a successful business. As a former retail worker this opened my eyes to how these companies start small and grow big with words of mouth. Easy to read and very insightful. all managers should have this book.

MartyAnne says

TITLE: Leading the Starbucks Way
AUTHOR: Joseph Michelli
GENRE/AUDIENCE: Business

REVIEW: UGH!

Oh how I hate giving bad reviews. And it started out so promising...

At first, I was interested. Starbucks keeps all employees abreast of the history of coffee, the places and farms, the caring about the product, the relationship with the customer, are all wonderful parts of the Starbucks leadership methodology. So are making the brand have STATUS (i.e., cache -- people want to be seen with this coffee cup in their hand) and keeping the local experience local, all wonderful things. Create and image and an experience, and people will flock to it if you do it right. And flock to Starbucks, we do!

Sadly, though, along with the interesting is the "research on how other companies do this too. So, this book, to me, tried to be all things to all people by bringing stories from other companies and using them to illustrate the "Starbucks Way." The only problem is, it becomes the "way" of every company CEO interviewed, and ironically loses track of the uniqueness you expect from the title. It's not all about Starbucks. You come away sure of one thing: Starbucks' Leadership is on par with other great companies. Corporate rituals (and there are MANY) abound and all that jazz, which will no doubt be passé in no time.

Along the way you get anecdote after anecdote of business wisdom that might only apply to the companies in the book, although the chapter titles sure sound like it could be generic enough to help you lead better, too.

I was expecting more. Then again, these leadership books have taken on the patina of the past... trying to reinvent every possible business wheel. Sorry, but I was basically bored to death! It took me forever to finish because I just didn't care anymore.

Some much better titles mentioned at read-alikes.

END: Almost never came

TAGS: Business, Starbucks,

GOODREADS:<http://www.goodreads.com/review/show/...>

PERMALINK:

<http://martysreads.blogspot.com/2013/...>

READ-ALIKES: Some much better titles:

- 1) Start Something That Matters by Blake Mycoskie (of Tom's Shoes)
- 2) Ben & Jerry's: The Inside Scoop: How Two Real Guys Built a Business with a Social Conscience and a Sense of Humor by Fred Lager

--ABOUT THIS REVIEWER: I am a book lover and aspiring librarian. Blogger is where I rate books just released or Advanced Reader Copies, (ARC) about to be released. (July I had over 660 hits on my blog.) Other reviews of mine are found on GoodReads.

Kevin says

This book provides good insight to the business culture at Starbucks. How the company attempts and with good measure to impact the neighborhood and lives of its customers every day, one cup at a time. Each employee is empowered and trained to make a difference in the lives of its customers with a personal touch. I found several principles I'm going to try to adopt for my employees this year.

Kevin Koskella says

I listened to the audio summary of this book from <http://100mustreads.com>

I really liked this book. The author discussed how Starbucks takes into account and uses human emotion to create a great atmosphere for their employees and customers. Many practical ideas here for how to run a

business, and how to interact with people in general. I enjoyed hearing about what is behind their success and why I always seem to feel happy in Starbucks (besides the caffeine!)

Rhonda Sue says

I actually liked this Starbucks book better than the original one which was published in 2007 as it's more relevant and delves deeper into some of the issues Starbucks is facing today. All the Michelli books are very good and vary in their own ways based on the product. Cars, coffee, hotels-all the customer experience info is helpful to anyone wishing to understand superior customer experience. The QR codes were fun-when they worked-some of them were not accessible. Since I don't drink coffee, Starbucks doesn't resonate for me personally, although I do purchase their chai tea on occasion at the airport. But, that said, I'm all about learning how to improve serving customers and employees.

Well done.

???? ???? says

A nice book but it can be summarized in 20 pages article and still deliver the same concepts and values, reading about coffee is nice since I love both reading and coffee but stretching the words to fill more pages is annoying.

I'd also recommend that the author put Starbucks organization chart in the beginning of the book so that readers can track the leadership model across the organization and make more use of the excessive examples within the book.

It might be nice read if it is your first one about leadership, if not then try searching for summary article about Starbucks leadership.

Lahiru Perera says

Just horrible. The book tries so hard to sell coffee as this ultimate thing and portrays Starbucks as this 'out of this world' awesome company. Its basically " Coffee is the best thing on earth and so is our company".

Carlos Vázquez says

"Mezcla curiosidad, valor y disciplina para realizar una incansable búsqueda por satisfacer las cambiantes necesidades de tu gente, tus clientes y la rentabilidad de tu negocio."

Pasión por tus productos y la conexión con tus clientes son algunos de los puntos que más aborda este libro. Cual ha sido el camino del éxito de una empresa que sigue innovando y sobre todo probando al mundo que con una taza de café se puede decir tanto.

Luis Hoyos says

Nunca he tomado un café en Starbucks, de hecho odio el café, pero conocer acerca de la pasión que imprime esta empresa en su servicio, sus productos y empleados me ha hecho compararla con Apple. El autor nos muestra estrategias de esta compañía para lograr el éxito, y en un lenguaje claro y sencillo nos adentramos en el plan de negocio de una de las marcas mas reconocidas del mundo. En momento pareciera que el autor se dirige a un segmento muy limitado de lectores de ejecutivos corporativos, pero la verdad lo disfruté y aprendí mucho de esta empresa.

Hussein ElShafie says

Great book ... studying an empire such as starbucks is really beneficial. This book focuses mainly on product placement and how to tailor your product with respect to the culture you are selling it in, it also shows how making your employees as partners helps on strengthening your brand success. Next I plan to read "Onward" which discusses more the business model of Starbucks and how it shifted to adapt to demand and struggling economies. This book combined two of my favorite things coffee and reading !

Daniell says

I've gone from eschewing Starbucks to deep admiration (and a gold card!) and not all because I read this book. My two-takeaways from Leading the Starbucks Way: 1) "doing good" (social responsibility) is good business and 2) treating your employees well is good business. Indeed, they should be the same thing.

Focusing on the last one: Starbucks "stewards" its employees rather than "uses" them. It's perhaps well-known by now that the company provides healthcare for even it's part-time employees. Tuition reimbursement and college credit for barista training are other ways that Starbucks invests in its employees. But they also provide real ways for their employees to give feedback and empower their employees to contribute to the Starbucks culture. They invest highly in training and on-boarding their employees.

Sure Starbucks takes care of and values its customers. But it recognizes that it would fail to exist if it failed to invest in its employees. And the world is a better place for it.

Diah R says

Second time read the book and I found some stuffs I missed the first round. Now that I no longer work in the same company, I can look back and think of which part needs restructurisation, needs cooperation, needs a new push. Alas, those people can discover for themselves, or let the place burn to the ground.

Otherwise, a nice entrepreneurial read!

Jay says

Michelli extends his previous book on Starbucks by interviewing hundred of Starbucks employees and

deciphering five simple principles on which Starbucks operates. He then goes through each principle with two chapters each, roughly correlating to how to build on that principle, and what it accomplishes. The principles are so basic that many could be the subject of church homilies ("reach for the common ground", and "savor and elevate", for example). And in a way, that is what this book is about. This book is describing how well Starbucks operates and how well they are led. The idea behind the book is that if you and your company would just operate like Howard Schultz and Starbucks, you would become part of the lifestyle of your customers, and that's a good thing. There are a few issues with that thought. One is that many of the recommendations are specific to a retailer selling high volume products, and not every company is a match. Michelli tries to generalize in various question sections and in chapter summaries, and that does help, but doesn't/can't go all the way - you are still dealing with retail. Second, I do not recall any critical analysis. There are some Starbucks failures mentioned, but always under the discussion of how research is needed to grow and not everything succeeds. Thirdly, this book focuses on the past couple of years of Starbucks resurgence. While acknowledging growth issues a few years back, in part caused by not following these principles, the principles described here really haven't had much age on them at Starbucks -- one wonders if the same book would be written in a few more years.

But despite my misgivings, this is an interesting snapshot into Starbucks operations and leadership. It isn't often that a company embeds itself into customer's lifestyles to the extent Starbucks has, and this is an interesting take on how they got to this place and where they want to go from here. Given how this was written, I would not be surprised if they sold it at Starbucks stores -- it would be good additional (and feel-good) training for employees and a way for customers to feel their beverage choice was helping to build a next-generation American company.

I read an uncorrected proof from NetGalley which was loaned to me for free.
