

HAPPY EMPLOYEES FOCUSED ON CREATING HAPPY CUSTOMERS

DESIGNED FOR
THE NORTHEAST REGIONAL CARWASH CONVENTION

By
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**Helping Companies Activate the Link
Between Positivity and Profitability**

www.PositivtyPractices.com



LASTING HAPPINESS...

...is born from within us to be nurtured, cultivated and protected. We grow a relationship with Happiness and learn from it who we are and who we are not... We are PARENTS to our Happiness.

Bec Robbins

MAKE NEW CHOICES

HAPPINESS IS A HABIT

- Process not a place
- Skill that can be learned and practiced
- A “work ethic”
- A choice that changes your brain
- It’s a muscle you exercise
- Doesn’t just feel good, it’s good for you
- It’s a competitive business strategy!
- It’s fun!

YOUR BELIEFS ABOUT HAPPINESS?

“Only when we choose to believe that we live in a world where challenges can be overcome, our behavior matters, and change is possible can we summon all our drive, energy, and emotional and intellectual resources to make that change happen.”

Shaun Achor, Author “The Happiness Advantage” and “Before Happiness”

UNALIENABLE RIGHTS

Life, Liberty and Pursuit of Happiness

In Thomas Jefferson’s Day “Pursuit” actually meant “Practice”

He didn’t mean we’re supposed to be chasing around after it. He meant we’re supposed to be PRACTICING IT!

INCREASE YOUR “POSITIVE CAPACITY”

In 1998 a revolution began in the field of psychology. The incoming President of the American Psychological Association, Dr. Martin Seligman challenged the profession’s focus on what makes people unhappy and how they can return to “normal”. He wanted to know how to take them far past “normal” into conditions of thriving and excellence – and he wanted to use scientific rigor to prove it could be done. He raised millions of dollars for research and the “Science of Happiness” aka Positive Psychology was born.

Dr. Seligman and his colleagues began expanding on ideas of what happiness is. His book “Authentic Happiness” described the “Three Faces” of happiness – pleasure, engagement and meaning. To take his expanded ideas out into the world quickly and get many people, in all walks of life teaching them, he trained 850 people around the world to become “Authentic Happiness Coaches”.

Since that program ended he and others have created Masters’ Programs and coaching venues to get the practice of Applied Positive Psychology into schools, businesses, government, military, healthcare and therapeutic practices around the world. At every turn they are realizing success.

Then, he changed his thinking and his newest work “Flourish” was born. In it he revised his original theory and puts forth the idea of “Well-Being” as a more comprehensive, descriptive and objective measure. JoAnna Brandi, one of Dr. Seligman’s original happiness coaches has been teaching his work for 12 years.

Positive Capacity is an individual’s or an organization’s ability to create, experience and expand on all the benefits of positive emotion for the good of all concerned. (Family, friends, co-workers, customers etc.)

Your “Positive Capacity” has a direct effect on your ability to live a happy, healthy and fulfilled life and on your business results as well.

HAPPY PEOPLE PRODUCE MORE

9 out of 10 people report being more productive in the presence of positive people

Deliberately creating a positive workplace culture means focusing more of your attention on the **things that are going right** than on the things that are going wrong. It means asking new questions:

More than a decade of research proves that happiness raises nearly every business outcome:

- Sales by 37%
- Productivity by 31%
- Accuracy on tasks by 19%
- 3 – 10 X's more creative
- Increase customer's likelihood to refer by 30%
- Raise likelihood of promotion at work by 40%
- As well as a myriad of health and quality of life improvements

Positivity increases “profits” in every area!

Positive Leaders look for and find things to appreciate and acknowledge. It means expressing and encouraging gratitude at the same time you are striving for improvement. It's knowing that **you get what you focus on** and **what you focus on expands**.

BENEFITS OF POSITIVE EMOTIONS

Positive Emotion Creates Changes In Brain Waves, Heart Rhythms, Variability Patterns And Biochemistry.

They make you smarter:

- “Broaden and build response”
- Widen scope of attention
- Speed problem solving
- Increase creativity and intuition
- Broaden scope of cognition and behavior
- Dial up the “learning centers” of the brain
- Help you make and sustain neural connections
- Help you organize new info, keep it longer, retrieve it faster
- Literally help you “see” more
- Make us more adept at complex analysis

They make you healthier:

- Increase immune function
- Increase production of T-cells
- Lower cortisol
- Speed recovery from cardio vascular effects of negativity
- Reduce inflammatory response to stress
- Reduce risk of stroke and high blood pressure
- Help you sleep
- Reduce pain
- They help you live longer
- They build resilience to adversity

They make you socially more adept:

- More productive
- Expand our social networks and resources – and expand wealth

POSITIVE EMOTIONS

Positive Emotions evolved in humans because they serve an important purpose – to build and broaden our capacity to create solutions!

When you can shift from the focus on the negative to focus on the positive you literally create an opening in the brain – that makes us smarter, quicker and more creative.

YOUR RANGE OF POTENTIAL INCREASES IN EVERYTHING

- More likely to achieve the upper levels of our potential in any endeavor when we experience positive emotions – sports, music, hobbies, business, etc.
- Beneficial biochemicals
- Activate the learning centers and memory
- “Broaden and Build” Response
- Whole body experience

SO MANY POSITIVE EMOTIONS

- Amusement
- Awe
- Comfortable
- Competent
- Confident
- Contentment
- Curiosity
- Delight
- Elevation
- Excitement
- Gratitude
- Happy
- Hope
- Important
- Inspiration
- Interest
- Joy
- Love
- Passion
- Pleasantly surprised
- Pleasure
- Pleased
- Pride
- Relaxed
- Secure
- Serene
- Special
- Welcome
- Wonder

NEGATIVE EMOTIONS DO SERVE YOU BUT...

- Cause stress
- Release cortisol compounds
- “Fight or Flight” response
- Increased heart rate
- Affect immunity
- Narrowing “What’s wrong?”

“...every change in the mental emotional state, conscious or unconscious is accompanied by an appropriate change in the physiological state.”

Elmer Green, Mayo Clinic Physician and Pioneer in biofeedback

Negative emotions do play an important role in our lives. They move us to change things, they ground us in reality, they get us out of danger fast, they focus our attention. They are an integral part of the human experience and are necessary for our growth.

EVERY TIME YOU HAVE A THOUGHT/FEELING

- You make a chemical
- Thoughts/feelings of goodness create chemicals of calm – turn on Parasympathetic system
- Thoughts/feelings of negativity create chemicals of fear – turn on Sympathetic system
- Internal stories spiral up or down
- Downward spirals cause rumination which can lead to depression
- Upward spirals lift and elevate us creating positive experiences

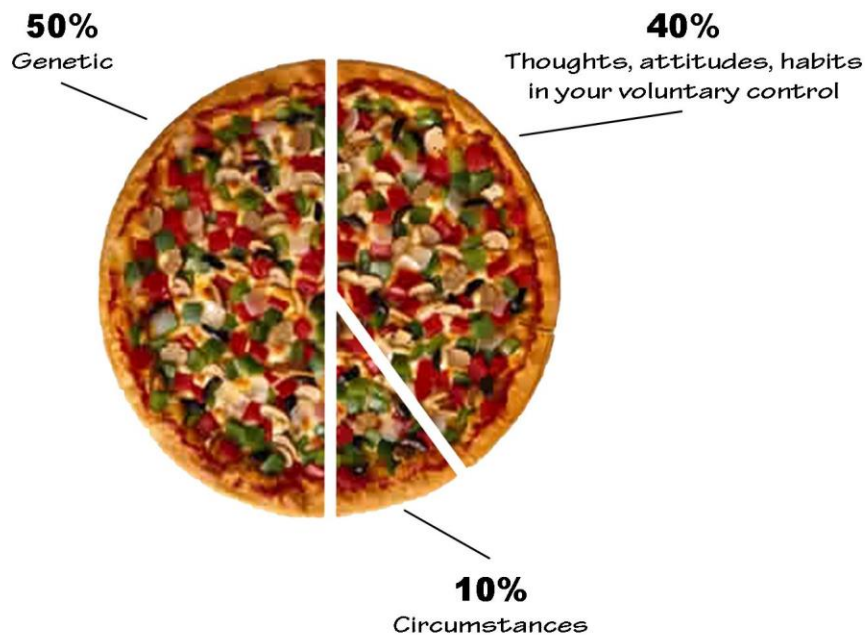
HAPPINESS IS NOT A VAGUE STATE OF MIND

It's a specific measurable physical state of the body – there is distinct brain activity, heart rhythms and body chemistry.

There is a genetic Happiness Setpoint that acts as a “Happiness Thermostat”. When we rely on things **outside** of ourselves for happiness, our natural “adaptation response” kicks in and it tends to keep your level steady.

In only a few months we adapt to the new car, new house, new raise, the new shoes and our happiness level goes back to its setpoint. Unless we outsmart it!

HAPPINESS PIE



TRAIN YOUR BRAIN TO BE HAPPIER

NEURONS THAT FIRE TOGETHER WIRE TOGETHER

Science has discovered that the brain is changeable (they call it “plastic”) and continues to grow. We can create new neural pathways with positive patterns that can overpower old negative bad habits. We’ve discovered that positive emotion can counteract the deadly effects that stress can have on the body.

When we look for things to appreciate, when we shine the light on what is right, when we focus on the good in each situation, we build up the pathways in the left pre-frontal cortex, the “seat” of happiness in the brain.

When we stop disasterizing, catastrophizing, awfulizing, criticizing and complaining, the neural pathways for those thoughts in the right prefrontal cortex begin to wither from lack of use.

Actively look for things that are positive in your environment – a smile from a stranger, a child at play, the smell of a flower, a beautiful cloud formation, the sound of the birds, the taste of salt air.

Take time to let these simple positive aspects of life *really register* and feel a sense of *gratitude* that you get to experience it. **It takes 20 seconds!**

Turn a positive thought into a positive experience. You will train your brain to be happier. Neurons that fire together wire together and help you lean (if not leap) into happiness.

Scientists are firmly convinced that because positive emotions are fleeting by nature we need more of them than negative emotions for mental health. (The brain is designed to keep us safe and tends to regularly go back to that activity.)

3:1 seems to be about the minimum ratio that works well to help us “flourish.” They call that the “**Tipping Point**”

Barbara Fredrickson = 3:1 www.PositivtyRatio.com

POSITIVITY PRACTICE #1

Journaling for Goodness

Write for two minutes a day describing one positive experience you had over the last 24 hours.

Use descriptive language and think about and record how you felt during and after this experience.

Try this now:

Writing by hand has shown to have a different affect than typing – try both!

This tiny habit has been known to dramatically increase workplace happiness according to Shaun Achor, Author of the Happiness Advantage!

TIP FROM LANGUISHING TO FLOURISHING

3:1 seems to be about the minimum ratio that works well to help us “flourish.” They call that the “**Tipping Point**”

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USE THE HIGH PERFORMANCE POSITIVITY RATIO – 5: 1

Dr. John Gottman’s research on happy marriages 5:1, Kim Cameron’s research in business tells us that high performing teams also have a 5:1 ratio

Five times more acknowledgement, affirmation, praise, good will, recognition, compliments and focus on strengths than sarcasm, criticism, cynicism or corrective actions related to weaknesses.

Five times more questions focused on what’s strong rather than what’s wrong.

Five times more focus on what’s right and what you want to create rather than on what needs to be fixed and what you don’t want.

The single most important factor in predicting organizational performance – twice as powerful as any other factor- *is the ratio of positive to negative statements.* (Kim Cameron)

The more you practice raising your “Positivity Ratio” the more new brain circuits you build for yourself. These circuits act like “superhighways” to the relaxation responses of the body and help bring you into better health and well-being, expanding your capacity for happiness. **What things come to mind immediately that will raise your positivity ratio?**

EMOTIONAL INTELLIGENCE

67% of the competencies needed to be a really effective manager are emotional in content."

Daniel Goleman

PERSONAL COMPETENCE

Self-Awareness

- Do you know yourself?
- What motivates you?
- Do you understand your reactions?

Self-Management

- What happens when you act?
- Ability to use the awareness of your emotions to be open and flexible in situations and act with a positive intent
- Putting your "in the moment needs" aside to be in alignment with your important goals

SOCIAL COMPETENCE

Social Awareness

- Accurately pick up on emotions in others
- Understand what is happening for them
- Listening skills – always practicing
- Be in the middle and watching at the same time

Relationship Management

- Uses personal and social competencies to manage interactions
- Clear communication
- Effective conflict handling
- How you connect and bond with others

Make sure to see the special offer for you at www.PositiveEnergizer.com

THE CUSTOMER EXPERIENCE

The sum total of the feelings evoked as a result of any interaction at any touch point in the organization.

It's based on the customer's perception of the value delivered, tangible and intangible.

THE CUSTOMER'S PERCEPTION IS THE CUSTOMER'S REALITY!

Employees are customers too! What kind of experiences do you want to create for yourself and your employees, and what kind of experiences do you want to create for your customers?

THE CUSTOMER HAS TWO SETS OF NEEDS:



Business

- Rational
- Logical
- Practical
- Tangible



Personal

- Emotional
- Illogical
- Intangible
- Sometimes Irrational

My Customer's Business Needs:

My Customer's Personal (Emotional) Needs:

EMOTIONS ARE

- Are at the fundamental core of motivation
- Direct and prioritize what we do
- The higher the value the higher the motivation
- You are “Broadcasting Emotions”
- Emotions are **contagious**.

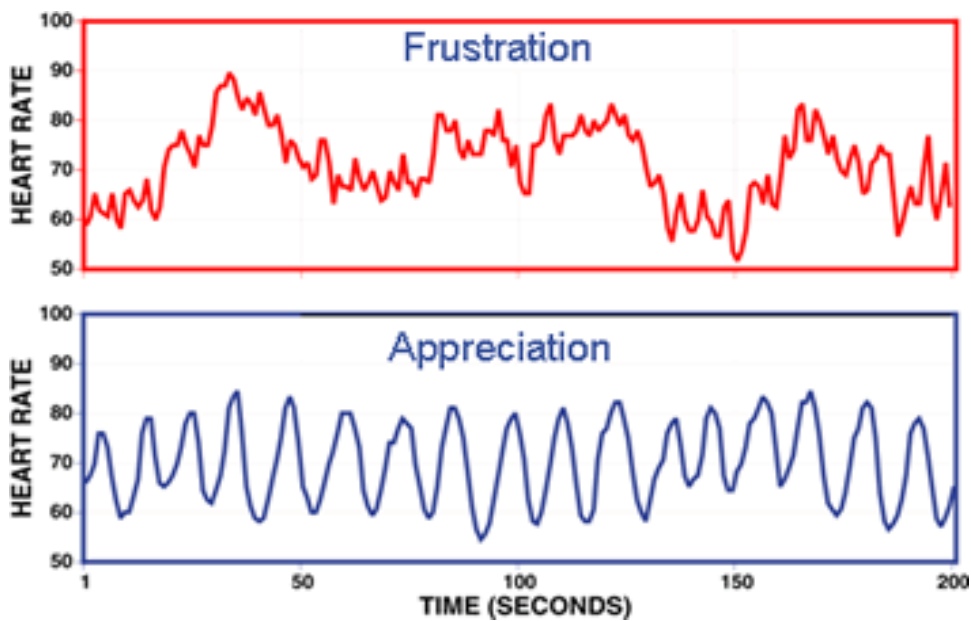


Illustration from Institute for HeartMath www.HeartMath.org

“The brain is built to change in response to experience.” Dr. Joe Dispenza

ELECTROMAGNETIC FIELD OF THE HEART

The heart is the most powerful generator of electromagnetic energy in the body, producing the largest rhythmic electromagnetic field of any of the body's organs. **The heart's electrical field is about 60 times greater in amplitude than the electrical activity generated by the brain.** This field, measured in the form of an electrocardiogram (ECG), can be detected anywhere on the surface of the body. Furthermore, the magnetic field produced by the heart is more than 5,000 times greater in strength than the field generated by the brain, and can be detected a number of feet away from the body, in all directions, using magnetometers.

THE HEART COMMUNICATES WITH THE BRAIN AND BODY IN FOUR WAYS:

1. Neurological communication (nervous system);
2. Biophysical communication (pulse wave);
3. Biochemical communication (hormones);
4. Energetic communication (electromagnetic fields). The brain responds to patterns generated by the heart during positive emotional states.

THE SIGNALS THE HEART SENDS THE BRAIN DURING POSITIVE EMOTIONS ALTERS BRAIN ACTIVITY.

- Entrainment between very low frequency brainwaves and heart rhythms
- Coherent heart rhythms also lead to increased heart-brain synchronization
- In states of high heart rhythm coherence, individuals demonstrate significant improvements in cognitive performance

Studies done at the Institute of Heartmath demonstrate that intentionally altering one's emotional state through heart focus modifies afferent neurological input from the heart to the brain.

The data suggest that as people experience sincere positive feeling states, in which the heart's rhythms become more coherent, the changed information flow from the heart to the brain may act to modify cortical function and influence performance.

These findings may also help explain the significant shifts in perception, increased mental clarity and heightened intuitive awareness many individuals have reported when practicing the Heartmath techniques.

Visit <http://www.heartmath.org>

WE ARE CREATURES OF HABIT

A habit is a recurring, often unconscious, pattern of behavior, thoughts, feelings that is acquired through frequent repetition. It is an established disposition of the mind.

Because we are “hard-wired” for living in dangerous times our bodies are equipped with the “fight or flight” reaction that gives us the power and focus we need to deal with the danger – real or perceived in the moment.

STIMULUS → REACTION

The reaction is usually based on habits we’ve acquired dealing with real or perceived danger **in the past**. The stress reaction causes the body to flood with biochemicals, the heart to pump blood harder, and many of the not-immediately-necessary systems – like our immune system – to shut down temporarily so we can deal with the danger.

“Between stimulus and response there is a space. In that space is our power to choose our response. In our response lies our growth and our freedom.”

Victor Frankl

STIMULUS → RESPONSE-ABILITY

When we pause in that space to remind ourselves of our goals, we have a moment to choose a response that can align with them and the commitments we’ve made for an improved, perhaps more positive life. In that space, that little pause, we come one step closer to our vision of the future.

POSITIVITY PRACTICE #2

Set Yourself Up for Success

- Use the power of Intention to state what you choose.
- Write it down/ say it out loud.
- Focus on intention through the day.
- Use “How?” and “What?” questions.

I Intend _____

I Intend _____

I Intend _____

What you focus on expands. What you think about you bring about.

The human brain is equipped with a fascinating device call the **Reticular Activating System** (let’s call it the RAS for short). Once the RAS gets activated it kicks into action and starts scanning the environment for evidence. It’s a tremendously useful device that no doubt has played a large role in our evolution and survival. (You look for the lions and I’ll watch out for the tigers, okay?)

Once activated the RAS like an Internet search engine; your thoughts, along with the questions you ask yourself or that people ask of you, are the 'search words' that kick it into gear and tell it what to look for and focus on.

POSITIVITY PRACTICE #3

Build Emotional Bank Accounts

Listen for the opportunity to affirm, acknowledge, recognize, celebrate, anchor, appreciate and give positive feedback on what matters to others

Every time you do that you add relevance and value to relationship and build your emotional bank account.

You always have the opportunity to take a Moment of Truth (anytime anyone has the opportunity to make a judgement about the quality of leadership you are practicing) and turn it into a Moment of Magic.

A Moment of Magic is when someone says “wow”, or takes a deep sigh of relief, or breaks out in a big smile from ear to ear. A Moment of Magic occurs when the heart feels touched, accepted or loved.

What could you do to create more Moments of Magic and build emotional bank accounts with your employees when you return?

POSITIVITY PRACTICE #4

Appreciation Audit

Three to five times during the day, stop what you are doing and think about/write down 3- 5 things that you appreciate. (About work, your day, your life, your activities, your feelings etc.)

Breathe deeply from your heart as you do this. Allow the good feelings to spread in your body.

Over time you will build your capacity for joy and for noticing what is good.

When you are looking to raise your positivity ratio, this is a great way to build the muscle. Happiness is a muscle.

A 2010 study done at Chapel Hill, NC found that when people feel more gratitude towards their partners, they feel better about the relationship. Additionally, their partners did too. (Work partners too!)

Moments of gratitude act as a “Booster shot” for relationships, at work or at home.

POSITIVITY PRACTICE #5

3 Good Things And Why Exercise

At the end of each day, stop for a few moments and reflect on your day and choose three good things that happened and why. Write them down, share if you wish. You can do it at the end of your workday AND right before bed if you'd like, and/or you can do it at dinner with the family. It has been proven that consistently doing this exercise WILL raise your level of happiness.

Right now, let's stop and think about the last 24 hours, do a quick review of all the good things that happened, and reflect on why. Jot them down.

1.

2.

3.

TIP: You can do a business version of this by asking the same question at a meeting. Ask everyone to list 3 Good Things that happened at work and why. It will teach you a lot about building and sustaining a positive workplace. And it will teach you a lot about your team mates. (This exercise is also known as "Three Blessings and Why.")

10 THINGS YOU CAN DO AS A LEADER...

...to create a happier, more engaged and more productive workforce:

1. Your beliefs matter – change at least one outdated one today
2. Take control of the 40% of your habits, feelings, attitudes and actions that are voluntary and choose to create more positive emotions
3. Keep remembering that positive emotions make you smarter, healthier, more socially adept and wealthier, that will motivate you to create more
4. Neurons that fire together wire together – you must practice until you create new habits if you want to change your happiness setpoint
5. “Journal for goodness” every day before leaving work for 2 minutes
6. Check what you are broadcasting (frequently) adjust your station to a higher frequency emotion (going into gratitude helps)
7. Being a good leader means having emotional intelligence – remember your employees emotional needs – find creative ways to meet or exceed them
8. EQ is more important than IQ – what will you do today to increase yours?
9. Remember the power of INTENTION and set and review them often
10. Customer Care and employee care go hand in hand. Take more CARE!

.....A FEW EXTRAS FOR YOU!

POSITIVITY PRACTICE #6

Move Your Body

Exercise at least 30 minutes 3 times a week.

Exercise is more powerful than any anti-depressant drug. It builds immune system and releases endorphins. It triggers neurotransmitters

Get up from your chair often!

Find some form of movement you enjoy, perhaps do it with a friend or partner.

Indulge often.

If you don't exercise you might as well be taking a "depression pill" said Dr. Tal Ben Shahar (who taught Happiness, the most popular course at Harvard.) in a phone call with the Positive Workplace International. Exercise is vital to our well-being.

Exercise causes beneficial changes in your muscles, lungs, heart, brain, joints and bones. Exercise helps boost your mood, sharpen your cognition and memory and helps trigger brain rejuvenation. It also makes you look good adding to your self-confidence and self-esteem!

Exercising with friends helps you feel like part of a community and builds and expands your social ties.

POSITIVITY PRACTICE #7

Forgiveness

Forgiveness is for **giving** you peace.

It cleanses and frees your soul. It releases layers of emotional pain.

Forgiveness is a process, it's an act of strength

It only takes one person to forgive, it's a personal healing act

Forgiveness leads to an ability to love.

Holding on to resentment is like *drinking poison and expecting someone else to die*. To forgive is to be willing to let go of anger and resentment – it's freeing yourself – NOT the other person. It doesn't condone evil, it doesn't condone bad behavior, it doesn't require you to have a discussion about it.

It requires you to be ready to let go of the anger, the indignation, the righteousness and to stop defining yourself by what's gone wrong in your life - whether that wrongness was caused by you or another person, thing or situation.

The act of forgiving is for-giving you peace. When you give the gift of forgiveness you give yourself the gift of peace.

Ongoing studies at Stanford University cite the many health benefits of forgiveness.

POSITIVITY PRACTICE #8

Accessing Ease

Stop, pause, take a time out.

Take a deep, slow, calming breath.

Put your right hand over your heart.

Imagine that you are breathing in and out from your heart.

On the “in” breath: breathe in ease, love and compassion.

Exhale fully, letting go of everything that is not ease, love or compassion.

Do this practice several times during the day. You can do it on the hour, or at mealtimes. *The more regularly you do it, the more your body gets used to the state of ease.* The more you do it, the easier it will be to access it when you really need it in times of stress.

This help create coherent wave patterns in the your heart rhythm and restores balance and calm in the mental and emotional system

This practice alone is enough to deactivate your sympathetic (fight or flight) nervous system and activate your “chemistry of calm” in the parasympathetic nervous system.

This was developed at the Institute for HeartMath. www.HeartMath.org

POSITIVITY PRACTICE #9

The “Circle of Appreciation” Ritual

Gather into a circle. Look at others in the group and express one thing from the day’s experience you appreciate.

Start with “I appreciate...”

This ritual can be done at work at the end of a meeting or even a group call, it can be done at home at dinner time. It puts everyone on the same wave length, the heart “vibe” of appreciation.

JOIN US in our quest to make the business world a more positive place!

www.ReturnOnHappiness.com

Blogs:

www.PositivtyPractices.com

www.CreatingCustomerHappiness.com

Facebook: JoAnna Brandi & Company

E-mail:

JoAnna@ReturnOnHappiness.com

Sign up for our FREE newsletter “ Keep ‘em Happy” and get our FREE special report “9 Secrets of a Positive Customer Focused Leader”

BECOME A POSITIVE ENERGIZER!

Leaders who know how to cultivate positive emotion in the workplace tap into an endless well of psychological capital – hope, optimism, confidence, resilience – that has the power to keep the organization innovating, creating value, and astonishing their customers even in tough times.

Drawing from the wealth of evidence in the fields of Positive Psychology, Positive Organizational Scholarship, Neuroscience, Professional Sports, Wellness and Energy Medicine we now have a deeper understanding of how the human system performs and what it takes to attain a state of “full engagement.”

With tools that have emerged *only in the last several years*, leaders today have access to the leverage they need to **inspire high performance** in themselves and others. *Propelled by scientific evidence* we now know under which conditions people flourish and organizations thrive. *Is yours thriving?*

With a 26 year background in Customer Experience, JoAnna Brandi has designed her onsite workshops and coaching programs especially for companies who want to transform their customer service into “Exquisite Customer Care.” The Positive Leader inspires discretionary effort - the “going the extra mile behavior” - that delights customers. These programs will teach your company leaders how and why to:

- ✓ Cultivate more positive emotion and enable outstanding behavior
- ✓ Increase employee productivity and performance
- ✓ Use positive communication with customers as well as employees
- ✓ Consistently build stamina and resilience into the organization
- ✓ Challenge their own limiting beliefs about “business as usual”
- ✓ Increase employee and customer engagement and loyalty
- ✓ Connect people with profitability

The Positive Leader Workshop - Inspiring People to Bring Their Best Selves to Work

One and two day workshops available for groups of 12 – 36. This interactive format takes leaders away from their day to day environment and immerses them in the study and practice of Positive Leadership. The Workshop includes 12 weeks of email reinforcement of practices and principles.

Positive Leadership Coaching

8 and 12 week programs available for individuals or groups of 2 – 10 leaders. This program is done over the phone and includes a 12- 20 minute webinar to review each week prior to our group coaching call where we discuss the practical applications of the new learning and obstacles that arise in applying them.

Call JoAnna at 561-279-0027 to bring the many benefits of Positive Leadership to your company today. It’s a positive step towards bringing more happiness and well-being to your customers, employees and your bottom line.

Announcing the Positive Energizer E-Course!



The Practice of Positive Leadership: Use the Science of Happiness to Keep Employees Engaged and Customers Happy is a new E-Course that will energize you and help you energize others.

SPECIAL INTRODUCTORY OFFER:

Until October 30, you can enjoy 40% off of the regular price of \$479.

Go to www.PositiveEnergizer.com

ABOUT JOANNA BRANDI

JoAnna Brandi is the Publisher of The Customer Care Coach®. A weekly self study leadership training program in the "The Art and Science of Exquisite Customer Care" as well as "Monday Morning Motivation," a tool to keep employees focused on keeping the customers happy.

President of JoAnna Brandi & Company since 1990, she is a consultant, a public speaker and the author of two books on customer loyalty, *Winning At Customer Retention, 101 Ways to Keep 'em Happy, Keep 'em Loyal and Keep 'em Coming Back* and *Building Customer Loyalty- 21 Essential Elements in Action* as well as a gift book on positive thinking *54 Ways to Stay Positive in a Changing, Challenging and Sometimes Negative World*.

She is a contributing author to *Best Practices in Customer Service* and the *Inc. Complete Guide to Superior Customer Service*. She has served on the adjunct faculties of the University of Wisconsin (Madison) and the Graduate School of Banking; she has served on the founding faculty of EwomenNetwork.com.

She is a graduate of Dr. Martin Seligman's Authentic Happiness Coaching program – one of only 850 trained worldwide, and is a founding member of the Positive Workplace International.

She is certified in Neuro Linguistics, The Art of Empowerment, and has studied Applied Creative Thinking as well Positive Psychology. Her FREE bi-weekly newsletter delivers insight and wisdom on creating positive, customer caring cultures to thousands of people worldwide.

JoAnna serves a diverse group of clients in a number of different capacities, in large companies and small alike. Working as a resource for TEC/Vistage, an international organization of CEOs for over twelve years, JoAnna has coached, consulted and served as the "Chief Inspiration Officer" for CEOs, their executives and staffs nationwide. She is a popular speaker at conferences.

In her workshops and keynotes she motivates entire organizations to get passionate about customers and raise their "Positivity Ratios" at the same time. She uses email, telephone classes and video to keep her inspiring message and practical how-to's in the forefront of minds of the leaders and customer facing employees. She specializes in creating more positive, strengths based workplaces where employees are motivated and customers are happy and loyal. She teaches Customer Loyalty and Positive Leadership.

Her clients include:

Aircycle , Alliance Laundry Systems, Aquatech, Bank of America, Bank United, Boston Private Banking, Citibank, Crowe Horwath, Duncan Aviation, Financial Times, Fiserve, Florida Fluid, Hammacher Schlemmer, Goodwill, GTE, Hewlett- Packard, Hunter Douglas Window Fashions, IBM, Institutional Investor, Lakewood Publications, Liberty Travel, Make-A-Wish Foundation, Master Pools Guild, MCI, Meredith Publishing, Merit Direct, Metcare, Midwest ISO, Motorola, National Apartment Ass'n, National Business Furniture, NationsBank, NE Carwash Ass'n, Northern Safety, Northern Tool and Equipment, Oasis Outsourcing, PHH Vehicle Management, Pitney Bowes, Pivotal Systems, PJM Interconnection, Presgar, Smith's Food & Drug, Timbar, Uline, UPS, Vision Benefits of America, Waste Pro, Wausau Financial Systems, Wells Fargo, Western Union, among many others.