



Gratitude for the Opportunity to Be of Service

For many, Memorial Day (formerly called Decoration Day) is little more than a three day weekend replete with barbecue and the promise of summer.

For others, it is a painful yet important acknowledgment to the loved ones of those who gave their lives in the service of freedom. As business leaders, we have the opportunity to forge authentic emotional connections with customers this Memorial Day by:

1. Avoiding trends to exploit and commercialize the holiday,
2. Offering a reminder to our people and customers concerning the sacrifices made such that we can operate our businesses freely, and
3. Expressing our gratitude to the families and all men and women who have served and who presently serve in our Armed Forces (in addition to those who made the ultimate sacrifice).

Every business leader stands on the "shoulders of giants." We are blessed to operate in an economic system born of the sacrifices of many. As we go about creating extraordinary experiences for our people and our customers, let's take a moment to reflect on all of those who have fought to make those opportunities possible.

Upcoming Webinar

"Driving Seamless Experiences: The Keys to Patient Engagement, Loyalty, and Referrals"

Tuesday, May 26th
5 p.m. Pacific, 8 p.m. Eastern

Sign up for [free here](#).

From the Blog:

Leader of your own Career {Guest Post by Amy Klimek}

The average person will spend over 99,000 hours at work in the course of their lifetime. Knowing that a sizeable portion of your waking life will be spent on the job, it's important to find something that you enjoy. It's time to take control of your job and get the results that you want to lead a happy and productive life. [Read more.](#)



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