



MICHELLE PASCOE

Michelle Pascoe lives and breathes customer service, mystery shopping and team motivation. As a leading customer experience expert in the Registered Club industry, Michelle is a “must-have” for any hospitality venue looking to build a profitable business through human connection, create a positive workplace culture, effectively lead a multigenerational team and provide an exceptional customer service experience for their guests.

Michelle’s passion for workplace training and the customer experience was sparked after a particularly challenging job interview in her 30’s. Determined to provide for a young family on her own terms, Michelle created her own company, Optimum Operating Procedures and Services (OOPS). She put years into cold calls, door-to-door sales pitches and impromptu training sessions – until a chance meeting with a friend led Michelle to train her first frontline team in a Registered Club. After seeing the impact her words and experiences had on the team members in that room, Michelle knew she had found her calling. Thirty years on, OOPS is one of Australia’s most respected training and research companies and serves to empower frontline and leadership teams throughout the Registered Club and broader hospitality industry.

From a Turkey farm in rural NSW to a successful Certified Professional Speaker (CSP), Accredited Trainer, author and podcast host, Michelle’s learned experiences, deep understanding of what it takes to succeed, and unique skill set have equipped her to become a dynamic presenter and engaging storyteller. She has been featured in top publications such as CEO Magazine and The Daily Telegraph, has provided expert opinions for Nova 96.9 Sydney and KIIS 1065 Sydney, and presented at global events across multiple industries. After thirty years in business, Michelle is just as passionate about the customer experience as she has ever been and is excited to showcase her expertise and elevate her profile across the broader hospitality sector.



THE MULTI-GENERATIONAL BUSINESS

HOW DOES AN 18 YEAR OLD TELL A 45 YEAR OLD WHAT TO DO?

In a multi-generational workplace, connecting, engaging and leading a team that is united, delivering a consistent superior service experience is a key challenge to the customers of today who span six generations.

Over two decades of research dedicated to the customer experience and service delivery, Michelle shares her knowledge of the generational drivers in customer expectations and service delivery including teamwork and leadership unity.

Real case scenarios delivered in a fun and authentic manner will have you writing up your action plan on the back of the napkin, with aha moments and realisation of why the culture in your organisation is not what you had imagined.

KEY POINTS:

- ✓ Multi-generational customer expectations and service delivery
- ✓ How to optimise the potential of your team
- ✓ Equipping your team to deliver a superior customer service experience
- ✓ Understanding the importance of a united leadership team
- ✓ Discovering the generational diversity in your workplace



BRAND AUDIT

CONNECTING THE HEAD WITH THE HEART

Memories are the link between our past experiences and the present, that can be triggered by a thought, word, smell, even an ad on TV. Did you know that in our brain we have one centre for rational thinking and five emotion centres. It only takes a 12th of a millisecond for our emotion sensors to react.

As providers of the brand experience and creators of memories, no matter what your product or service offering is, you need to connect the head and the heart, having your customers experience the emotion, not just be exposed to it.

It is about you making a promise to the customer and following through on that promise, creating a lasting impression.

With three decades in business Michelle brings her wealth of knowledge and experience, understanding that at times you just can't wait for evolution you have to be a revolutionist.

KEY POINTS:

- ✓ Brand audit and actions
- ✓ Competitor Analysis
- ✓ How to own your brand
- ✓ Breaking industry stereotypes
- ✓ Ensuring your brand stands out for all the right reasons



INTENTIONAL LEADERSHIP

STEPPING UP FROM BUDDY TO BOSS SEIZING THE OPPORTUNITIES IN LIFE

Moving up from frontline to management is a role sought out by many. Once achieved it can at times have you feeling “caught in the middle,” with peers who were once your friends waiting for you to make a mistake or expecting favouritism, while managers scrutinise your every move without providing the support they promised.

Developing your skills as a caring and intentional leader are critical and it starts from day 1 as your behaviours and actions are being watched by your team. Don't choose the path of least resistance or believe what others think about your abilities. Take control of your life's journey and choose the life you want and deserve in your role as a leader.

Once you're aware of your true potential, it is the goals that you set in place that achieve your purpose in life.

This presentation will take you on a journey to seize the opportunities in your life, seeking them out, even creating them by stepping up with confidence.

KEY POINTS:

- ✓ Discover and unleash your latent potential
- ✓ How to frame yourself as a leader
- ✓ Don't be a “boss”, be a leader
- ✓ Advocating for yourself in a highly competitive environment
- ✓ How to develop your intentional leadership



3 KEYS TO UNLOCKING YOUR BUSINESS SUCCESS

EXPECTATION | EXPERIENCE | EVALUATION

Discovering your customers journey while identifying the friction points is key in unlocking the true potential of your business.

Linking every business interaction through the customer service experience, will have you breaking away from your competitors and setting the standard for your industry.

Michelle is a successful business woman establishing her company in 1994, employing a large team, maintaining a long term client database and growing each year. Her authentic and fun approach to business and success will have you “loving” your business and unlocking your business success.

KEY POINTS:

- ✓ **Expectation** - What is your marketing promise?
- ✓ **Experience** - Marketing promise realisation, rapport building, relationship development.
- ✓ **Evaluation** - Feedback, progressing from consumer to advocate.



CUSTOMER SERVICE EXCELLENCE & ENGAGEMENT

DISCOVER HOW GUEST EXPERIENCES DRIVE LONG TERM GROWTH

Success in the hospitality industry is first and foremost about service and a memorable guest experience.

Too often venues are amazing on the outside attracting guests, however, on the inside they do not meet or exceed the guests' expectation because the team are not connected with the vision and values of the organisation. Instead the service is "lacklustre" from the lack of acknowledgement, information and focus on the guests needs.

With over two decades of research working closely with the hospitality industry globally, Michelle shares real life case scenarios from the industry and equips you with some building blocks for the improvement journey.

KEY POINTS:

- ✓ Gathering customer "intelligence"
- ✓ Importance of a marketing strategy
- ✓ Leadership and team dynamics
- ✓ Measuring and evaluating success
- ✓ Building connections with your guests



“Michelle had the audience in the palm of her hand, sharing her knowledge of over two decades on how to build a united leadership team in an Intergenerational Business.

Her style was engaging, content rich and funny. As the MC I see and hear a lot of speakers, yet Michelle stood out at the G2E Education presentations.

I would certainly recommend Michelle as a highly motivated and professional speaker to anyone who would like to have their organisation focus on the intergenerational business. leadership, team retention and customer growth.”

ANN SIMMONS NICHOLSON
CEO, SIMMONS GROUP
MC, G2E GLOBAL GAMING EXPO

“Take time to get to know this lady... one of the most trusted businesses and ladies in the industry. Congratulations for being a fellow business owner in our industry who truly respects our clients! If you do not know Michelle Pascoe CSP, then connect with her now!”

JENNY WHITE
CEO, WHITE NOW

“It was an absolute delight to have Michelle Pascoe speak at our Inspiring Women event. Michelle gave our business owners great insights into the different age demographics and their customer experience expectations. Highly recommend! Thank you so much!”

SUE HEINS
INSPIRING WOMEN

“An incredibly fickle and judgemental industry, hospitality audiences can be hard to win over. However, Michelle’s very distinctive approach of identifying through personal experience as a business owner, her fantastic manner of storytelling to give relevant examples and very humanistic approach to presenting was well received.”

**TASTE NEW ZEALAND
RESTAURANT ASSOCIATION OF
NEW ZEALAND**

“Michelle really hit the spot for a lot of guests who have been struggling with following their passion to start something new.”

**NICHOL STARK
THE FEMTECH REVOLUTION**

“You did a fantastic job, what a great energy you brought to the whole conference.”

**CATHERINE MCCARTHY
CONFERENCE PRODUCER
WORKPLACE, DIVERSITY AND
INCLUSION CONFERENCE**

“Michelle is an engaging presenter and a brilliant story-teller. She was able to seamlessly connect and build rapport with the audience by sharing her personal experiences with the group. She has a number of years of experience consulting with organisations on employee engagement and hence was able to bring an external perspective to the panel discussion.”

**SHUMAILA ALI
AHRI
NSW TALENT ACQUISITION &
ENGAGEMENT FORUM**

GET IN TOUCH

1. Check availability

2. Request a proposal - After a conversation with Michelle, you will receive a proposal for your engagement covering speakers fees and travel expenses.

3. Approval - The date is confirmed, a deposit paid and a contract issued to secure your date.

4. Before the event Michelle will provide assistance promoting your event through her social media channels. She can also create a 'teaser video' that you can send to your event delegates. We will connect to discuss any finer details and event goals. Michelle's team will manage all travel and logistics to save you time and hassle. Michelle travels from Sydney, Australia.

5. After the event Michelle will connect with you for an event debrief and provide you with any applicable resources to provide to your delegates.



For Media & Speaking enquiries, please contact;

**Michelle Pascoe - CEO & Founder
Optimum Operating Procedures
and Services**

**michelle@michellepascoe.com
0411 146 450
www.michellepascoe.com**

**Sarah Hall - Personal Assistant
Optimum Operating Procedures
and Services**

**sarah@michellepascoe.com
0414 333 546
www.michellepascoe.com**

