



JoAnna Brandi

Guest Speaker, Writer, Positive Leadership Coach

Author: “54 Ways to Stay Positive in a Changing, Challenging and Sometimes Negative World.”

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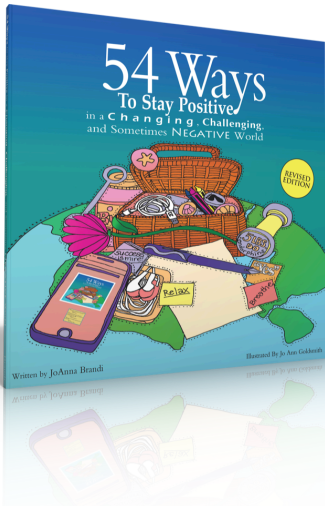
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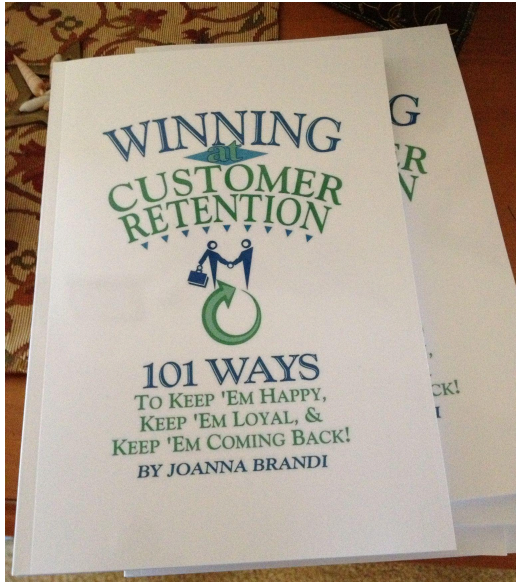
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BIOS

JoAnna Brandi, CHO (Full Bio)

[Shorter version click here](#) [150 Character version](#)

JoAnna has been in business since 1990 helping companies create happy, engaged, and productive employees who are dedicated to providing “Exquisite” Customer Care. She is author of two books on Customer Loyalty. JoAnna Brandi is the Publisher of [The Practice of Positive Leadership E- Course](#) and a self-study training program in the "The Art and Science of Exquisite Customer Care" as well as “Monday Morning Motivation,” a tool to stay focused on keeping customers happy.

She is a Certified Chief Happiness Officer through Florida International University and a graduate of Dr. Martin Seligman’s **Authentic Happiness Coaching** program. She has developed one- and two-day workshops on Positive Leadership and does Positive Leadership Coaching for individuals and groups. Positive cultures help create happy customers! She has served hundreds of organizations both large and small in all kinds of industries in for-profit and non-profit sectors.

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 for the last 27 years.

She is the author of the illustrated gift book **“54 Ways to Stay Positive in a Changing Challenging and Sometimes Negative World”**

JoAnna serves a diverse group of clients in many different capacities, in large companies and small alike in both the for profit and not for profit sectors. Her clients have ranged in size from a two million dollar health food store to multinationals like Citibank and IBM.

Working as a speaker resource for TEC/Vistage, an international organization of CEOs for over 23 years, JoAnna has coached, consulted and served as the “Chief Inspiration Officer” for CEOs, their executives and staffs nationwide. She is a highly rated speaker at conferences all over North America.

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, webinars and video E-courses 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, value based and strengths-based workplaces where employees are motivated, and customers are happy and loyal. She helps her clients activate the link between positivity and profitability creating “great companies to work for and do business with.”

Shorter Version

JoAnna Brandi, CHO- 250 words

Since 1990, JoAnna has been helping companies create happy, engaged, and high performing employees who are dedicated to providing “Exquisite” Customer Care.

She is author of two books on Customer Loyalty and the illustrated gift book “**54 Ways to Stay Positive in a Changing Challenging and Sometimes Negative World**”

She is the Creator of [The Practice of Positive Leadership E- Course](#) and a self-study training program in the "The Art and Science of Exquisite Customer Care."

She is a Certified Chief Happiness Officer through Florida International University and a graduate of Dr. Martin Seligman’s **Authentic Happiness Coaching** program. She is certified in Neuro Linguistics, The Art of Empowerment, and Applied Creative Thinking.

She teaches workshops on Positive Leadership and does Positive Leadership Coaching for individuals and groups. She has served hundreds of organizations both large and small in all kinds of industries in for-profit and non-profit sectors.

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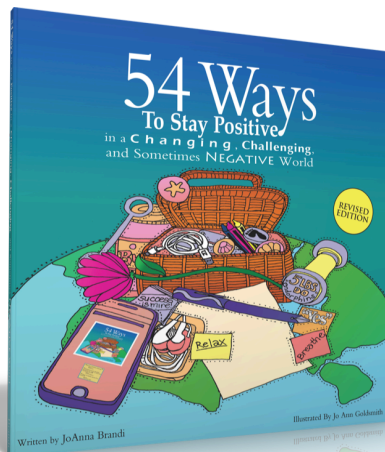
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150 Character Version

JoAnna Brandi is a **Certified Chief Happiness Officer**, a graduate of Dr. Martin Seligman’s **Authentic Happiness Coaching** program and author, speaker and consultant since 1990.

The “54 Ways Book”

54 Ways to Stay Positive in a Changing, Challenging and Sometimes Negative World



What began as a simple request from a seminar participant turned into two editions of an enchanting, heartfelt and perception-expanding illustrated book that has delighted women and men alike. The manuscript for this book lived in JoAnna’s briefcase for years as she searched for the “right” illustrator. Finally, at a marketing meeting in South Florida where she lives, she sat down next to Jo Ann Goldsmith who, as it turns out, was an award winning branding expert and illustrator. By the time they left the hotel that day the book had found its muse. Jo Ann would read the printed word and then sit down to meditate on the meaning of it. Each drawing was born in meditation, Almost all were perfect and very few changes were needed as the book finally came to life.

This book was written long before JoAnna became a happiness coach.

Eventually the book became a little dated and went out of print. In 2017 during one of JoAnna’s meditations she heard a clear direction - re-do that book, bring it up to date and share some of what she has learned as a student of happiness.

Some of the illustrations needed to be redone, so the collaboration of words and pictures and meditations began again. On January 31st 2018 during a full moon and an eclipse the final words of the newly written introduction were done. The book was rededicated to JoAnna’s granddaughters and went back into print. Sadly, in 2020, Jo Ann Goldsmith passed away. Her contributions are cherished by many.

JoAnna's Programs

JoAnna does most of her work in the business world teaching positivity as a leadership practice. She uses the Science of Happiness, AKA Applied Positive Psychology, and 30 years of in the trenches consulting with companies who were “good but wanted to be great” and teaches leaders and customer facing people the emotionally intelligent skills they need to do that!

Her “**What's Your Return On Happiness? How to Link Positivity to Profitability**” workshop is her most popular. It helps leaders inspire passion, purpose and positive emotions in their employees and customers to ensure both longevity and loyalty.

The program teaches a simple 5-part formula for becoming a “Positive Energizer” and creating a whole team of them internally. The best part is that any leader can come into the process at any point in their evolution as a company which makes it accessible to anyone. JoAnna has taught CEO's, execs, middle managers and even supervisors the same common sense set of tools and experienced firsthand the power of positivity at work. When people meet at the “heart” of the company, it's mission, purpose and vision, the company is able to express itself at its “best.” When people are happy at work they are more likely to “go the extra mile” for each other and customers.

JoAnna's “**The Inside Game of Customer CARE**” Workshop acknowledges that the customer's experience and the employee's experience are intimately linked. When employees resonate with well-being because that's the state they are in, customers can't help but feel some of the good vibes they are generating. Emotions are contagious. Today's service providers need new tools in their caring-for-customers tool kit. They need empathy, they need compassion, and they need to show up at work as the very best version of themselves they can.

Besides JoAnna's work with businesses she holds Happiness Programs for groups of individuals, seniors, and not-for-profits. She enjoys teaching the “**Planting the Seeds of Happiness**” which she developed just this year as well as her popular “**How to Outsmart Your Happiness Setpoint**” and “**Don't Believe Everything You Think.**”

Testimonials

A Few Selected Testimonials

- **Graham Edwards, CEO, Midwest ISO**

“This is not a program, this is a way of life. And the best part is you make it so simple to understand and easy to implement.”

- **Leonard Berry, Ph.D.**, author of Management Lessons from Mayo Clinic, Discovering the Soul of Service, and On Great Service.

“Organizations can only be as good as their employees who serve customers. JoAnna Brandi’s well-researched, superb positive leadership development course is an unrivaled opportunity to better equip managers to coach, engage, and lead service providers to excel in customer care.”

- **William R Breider III, President/CEO, YMCA of the Fox Cities**

I am honored to provide a positive testimonial of the impact that JoAnna Brandi has had on our Leadership Team and consequently the culture and positivity within our organization. JoAnna’s integration of her ‘Return on Happiness’ and Positive Leadership’ themed presentation was ideal for our team.

Prior to our training event JoAnna took the time to invite core members from our team to a ‘wisdom circle’ to help tailor her presentation to meet the most urgent needs of our organization. Based on the team’s feedback, JoAnna created and delivered a motivational and interactive training opportunity titled, ‘How to Create a High- Performance Team’.

This training provided the opportunity to implement immediate actions as well as long-term strategies that will benefit our culture today and in the future. I have witnessed staff team members incorporating new techniques such as the ‘5 to 1 What’s Strong vs. What’s Wrong Ratio’ and the ‘Spillover Effect’ in their staff relations and we have become much more intentional in sharing with our associates on how they personally bring value to our organization.

We are a better, more positive organization because of our relationship with JoAnna Brandi.

· **Sean Elliot, CEO, YMCA Green Bay Wisconsin**

When I asked JoAnna Brandi to bring her Positive Leadership training to the Green Bay YMCA, it was because I knew the program, which I had already experienced with my Vistage (Peer-to-Peer group) meeting, couldn't be more timely and valued by our team both on a professional and personal level.

Moreover, her training yielded clear metrics and deliverables driving to the "right ROI" for any successful organization...engaged and productive Team leaders.

Lastly, JoAnna took the time to create "Wisdom circles" with some staff leaders in advance of our session to gauge the current culture and temperature of our leadership team. Their valued feedback of course helped shape and customize the program to suit our current Team needs and create the essential "buy in" so often missing from organizational leadership trainings.

I would recommend this program for any forward-thinking executive team that is faced with the challenge of rebuilding in uncertain times and for companies who are good and aspire to be great.

· **Dr. Christena Ward, O.D., EyeTech Optometry**

Since incorporating JoAnna's Positive Practices we have seen a major improvement in team culture, communication, appreciation and trust. I see our team solving problems instead of allowing them to derail the whole office. Improved communication has made everyone more confident in making decisions and has helped the newer employees to learn more quickly.

With the guidance of JoAnna and the Customer Care Coach, our team meetings are both more open and more structured, allowing everyone to give their input... We spend time focusing on our individual strengths and everyone feels more appreciated for their contributions to the team. Now, I see our team showing appreciation for each other on a regular basis outside of the meetings.

The program has helped me personally in learning not to take everything to heart and being more relaxed and making better decisions in stressful situations. Because of our office meetings, and improved communication during them, I feel like I know the people I work with better and I can trust them and lean on them when needed.

· **Craig Domeck Ed.D., MBA, Dean and Associate Professor of Leadership, MacArthur School of Leadership, Palm Beach Atlantic University**

I wanted to write and capture my appreciation for your excellent content and your investment in our Leadership Development at Palm Beach Atlantic University through our monthly Leadership Lunch n Learns.

Your sharing with us your training on being a “Positive Deviant” was stimulating and life-enhancing. You are engaging and you define and display what you teach!

It was our best attended Lunch n Learn of the year! No surprise to me, because I know you and this is your strong suit! I thought it was most complete presentation (content and delivery) of the 7 sessions we hosted.

I appreciate our professional friendship and resonating hearts for helping building positivity in our people and a positive culture in our organizations. I look forward to building a better future together. Let me know how I can help you in any way from my end!

Keep looking up!

· **Al Palombo, Senior Vice President, Corporate Communications and Investor Relations for Metropolitan Health Networks, Inc.**

JoAnna, I want to thank you for being one of the key note speakers at our recent leadership conference. Your delivery of “Putting Positivity into Practice” anchored our conference and, as one of the main presenters, you more than exceeded our expectations. Your presentation was targeted and completely appropriate for our audience, your interaction with the group was highly engaging, and your materials, intelligent and very cogent. Your contagious positive energy on the podium allowed our leaders to not only listen to your information, but feel it too. We’re thrilled! Thank you for agreeing to be with us for this event – we look forward to engaging you again.

· **Jason DeSalvo CEO, PET Imaging**

We engaged JoAnna Brandi to put together a training program geared towards helping our twenty person team function more cohesively and deliver customer service at a higher level. Working with JoAnna was nothing short of fabulous. From her pre-meeting prep work with various members of our team to the comprehensive leave-behind materials she developed to memorialize the day’s training and allow it to “live on,” to her ability to keep all twenty of us not only engaged, but eager to learn and participate throughout an entire Saturday, JoAnna’s performance and value were really first rate.

JoAnna’s approach is not typical and this is why we selected her (among multiple different well-researched options). By getting to the core of what drives and motivates us as people she delicately, but directly teases out an understanding that each us must sharpen our own saw every day and bring our very best to work. Only then, by taking care of ourselves both emotionally and physically can we be in a position to work as a team at an ever higher level.

I highly recommend JoAnna Brandi and her unique approach to any leader who is looking to take their customer and employee experience to the next level of fabulous! My team is energized and moving in a very positive direction after our training. JoAnna’s Monday Morning motivational

messages are keeping us all on the same page and focused on creating amazing customer experiences every week.

· **Avi Smith-Rapaport, CEO, We Care Computers**

All I can say is WOW. JoAnna spoke at our virtual webinar – a gift to our clients and staff - we held this year and it was just fabulous.

The entire audience was energized, excited and engaged. That's exactly how we want our customers and employees to feel about doing business with us. It was just the response we were looking for.

When she asked questions, the Zoom chat box lit up with people wanting to participate and share. The responses were overwhelming and touching.

She is truly a Chief Happiness Officer and I am certain we will be working again together in the near future.

· **Amy Africa, CEO, Eight by Eight**

...I bought JoAnna Brandi's Practice of Positive Leadership E-course. It changed my entire perspective.

JoAnna's course is a refreshing, insightful take on how you can lead a productive (and profitable) organization that creates happy employees and customers who, as JoAnna would say, "come back with money and friends."

Every learning module is jam-packed with oodles of proven tips, tricks, and tactics to help you become a better, more mindful leader. Like other solid leadership courses, it has plenty of meaty theory but it's also got something most of the others don't -- practical skills you can use immediately to expand your belief systems about what business could -- and perhaps should -- be.

You'll learn things about your happiness setpoint and how you can override it (even JoAnna needs to!); the ways in which emotional intelligence impact you, your employees, co-workers and customers; and how to level up your positive leadership skills without a lot of effort.

Best of all, it's not boring. I know. I know. But most leadership classes are Snoresville. So dull and dreary. Taught by someone who has read a bunch of books but never managed someone in their life. JoAnna is not like that. She's engaging, wise, humble, and brings her decades of real-world experience directly to you. She doesn't scold or bully you into changing into some generic "best practice" version of yourself. She accepts that we're all different and gives you a huge buffet of choices so you can pick the things that work best for your style and beliefs. With JoAnna's sure-fire guidance, you'll be a positive energizer in no time! Happy and engaged employees make happy customers and even happier P&L's.

Loyal employees and customers are what sustain and grow businesses over time. If you want to improve yours, I'd highly recommend you sign up for JoAnna's E-Course or one of her masterminds today. It'll be one of the biggest-and-best-bang-for-the-buck decisions you'll make for you and your business.

- **Brent Howsman, Florida Fluid Systems, Swagelok**

JoAnna, The most significant areas of development I saw with the two leaders you worked with over the last year were in the areas of confidence, perspective, and delegation.

During their time with you, I witnessed a growth in confidence for both of our new managers, allowing them to take more responsibility for the behaviors and activities they CAN control, and less responsibility for behaviors and activities they CAN NOT control.

This may sound trivial to some, but I believe this awareness builds focus, depth, and ultimately, better results. From confidence comes a broader perspective, and I saw both them both improve their listening and engagement skills with their direct reports.

Finally, having the confidence to see their own strengths and weaknesses, and the perspective to see others strengths and weaknesses, allowed them to improve their engagement with others and offer others more responsibilities and successes. We know that personal development is a journey and not a destination, so this work is never done.

Your work with our leaders helped move the needle in the direction that continues to help build a stronger leadership team and a higher performing business. You deserve credit for giving them direction, and they deserve credit for wholeheartedly embracing the development opportunities.

Thank you.

- **Deb, Director, Training, Large energy organization in the Midwest** (Client not permitted to use full name)

JoAnna brings a fresh perspective to employee and customer engagement. In her work with our organization, she provided a comprehensive program focused on strengthening leaders and, ultimately, strengthening trust and confidence between our organization and customers. The “a-has” resulting from her work were game changing!

Examples of success include: increasing employee engagement by providing tools that led to increasing positive and thoughtful conversation between employee and supervisor, removing self-limiting beliefs that impacted organizational productivity, and establishing a common language among organizational leaders, placing leaders on the same page regarding the difference between “good” leadership and “great” leadership. In all, her work resulted in more than \$200,000 in cost savings and a better work life balance

all because leaders learned how to lead from a place of strength. JoAnna's approach works and is measurable!

· **Linda Wolk Winters**

JoAnna Brandi brightens our lives by giving us specific ways to make our lives happier. We have never needed these skills more than now.

In my past position as Hadassah Membership Director of Florida, JoAnna's Happiness Programs were the highlight of programming. JoAnna spoke to leadership, membership and prospective members, and with each audience tailored her presentation to make the participant's life that much more meaningful and successful. My Hadassah Regional President became a devoted follower of JoAnna, purchasing her "54 Ways to Stay Positive" book for everyone she knew and continues to reorder the book to continue passing on JoAnna's words of encouragement.

I highly recommend JoAnna's presentations; she is intelligent, personable and her Mission is to spread Happiness.

· **Jim Davies, President & Chief Executive Officer | VBA**

We asked JoAnna to provide assistance in dealing with a heavily entrenched culture. She held numerous on-site group and individual sessions dealing with a variety of topics including where we are, where we want to be, and how are we going to get there. She also directed our effort to create corporate values. Her energy and commitment is infectious and limitless. We have made significant strides thanks to JoAnna's coaching. I can recommend her without reservation.

Questions

Some Suggested Questions for JoAnna Brandi

If being interviewed about the “54 Ways” book:

I know that the origin of the “54Ways” book has a story attached to it - can you share that?

You said it was hard to find an illustrator, what was the problem?

Do companies buy this book for their employees?

Is this book just for women?

Any plans for another book like this?

If being interviewed as a Certified Chief Happiness Officer:

That’s an interesting title, it’s it something you chose?

What role does a CHO play in a company?

Can CHO be a part-time responsibility?

Why should companies be concerned about happiness at work? Isn’t that a “nice” to have?

What’s happening in what will soon be a post-pandemic world?

You call your program “Positive Leadership” what exactly is that?

I hear you talk about things like “Positive Deviance” and “Positive Spillover” what are these things?

How did you get started in this unusual career?

Q&A

Q and A's for JoAnna Brandi

Some Suggested Questions for JoAnna Brandi

If being interviewed about the “54 Ways” book:

I know that the origin of the “54Ways” book has a story attached to it - can you share that?

I was doing a training in NJ for a long time client several years ago. I was speaking to customer facing people and was talking about the fact that some times it was important to stay positive even when things around were negative. A woman in the back of the room raised her hand and asked bluntly. “What do you do to stay positive in a negative world?” (story continues from here)

You said it was hard to find an illustrator, what was the problem?

I tried several and was about to “settle” when I saw my daughter and she encouraged me to keep looking. So in days before fiverr and upwork I “asked around” and spoke to any graphic person I could find, when I finally sat down at a marketing meeting right next to a woman who spelled her name with a capital “A” the way I do and came from the same town in NY where I lived for 15 years.

Do companies buy this book for their employees?

Actually some do! While it’s not a business book it’s such a delightful gift that companies customize the book and give it as a gift, and incentive, and use for promotional reasons.

Once company used it as a “freebie” to get people to come and hear me speak, another used it for their sales reps who reached certain levels of their quota, another, an insurance company just used it a gift - with the forward that included their values - for their customer care team.

Is this book just for women?

While it does have a bit of a feminine flair, it’s definitely not just for women. In fact some of the nicest comments I’ve ever received did come from men.

Any plans for another book like this?

Always. I want to do it in conjunction with a program though - perhaps one of my “Planting the Seeds of Happiness” program. I love accomplishing two things at the same time.

If being interviewed as a Certified Chief Happiness Officer:

That's an interesting title, Is it something you chose?

Not at all. When I studied with Dr. Martin Seligman I became an "Authentic Happiness Coach" and over 15 years after that Florida International University in conjunction with WOHASU (The World Happiness Summit) developed a certification program for "Chief Happiness Officer." I jumped at that opportunity and was part of the first graduating class.

What role does a CHO play in a company?

That's determined by the company. Some are responsible for working hand in hand with HR to make sure that people are happy at work. Many help make sure people are fulfilled in their jobs and even make adjustments to job descriptions and work to create the job that will work best with their strengths. Helping people identify and use their strengths is also another role of a CHO.

Can CHO be a part-time responsibility?

Absolutely. And it can be an internal role or an external role.

Why should companies be concerned about happiness at work? Isn't that a "nice" to have?

It's pretty necessary to have at this point. Happiness and productivity, adaptability, performance, energy all go hand in hand. People who are happy at work help the company prosper.

What's happening in what will soon be a post-pandemic world?

The workplace is undergoing so many changes - people don't want to stay with jobs they don't like any more. There are lots of jobs open and that means there will be a lot of movement. People are emboldened by what they discovered during the pandemic. Happiness is important at work - we spend the largest portion of our lives there and people no longer want to put up with a less-than-happy work life.

You call your program "Positive Leadership" what exactly is that?

It's not the opposite of negative leadership. It IS a deliberate way of leading that inspires, energizes and elevates people. It's using the Science of Happiness (Applied Positive Psychology) and Neuroscience to become more emotionally intelligent.

I hear you talk about things like "Positive Deviance" and "Positive Spillover" what are these things?

I love the term "Positive Deviance." If you look at the normal bell curve of distribution, on the left is "below average" part of the curve. As the curve goes up the largest portion is the "average" group = the largest group. And then on the right side of the curve are those that are performing at an "above

average” way. That group is deviant in a positive way. Hence the name. These people are knocking it out of the ballpark when it comes to performance, engagement and customer loyalty!

How did you get started in this unusual career?

I was in the world of marketing and really began to notice that people spend a lot of money getting new customers but didn't always have a specific strategy for building customer relationships or growing customer loyalty. My first two books were on retention and loyalty. Not such an unusual career until I got invited to be a happiness coach and then it took on a different shape!

The intention was always the same. My first book was called “Winning at Customer Retention: 101 Ways to Keep ‘em Happy, Keep ‘em Loyal and Keep ‘Em Coming Back.” It was published by Lakewood Publications and sold over 10,000 copies before their company was sold. That was a great number for business book - especially over 20 years ago before Amazon and online booksellers.

My second was a small and popular handbook called “Building Customer Loyalty: 21 Essential Elements in Action.”

Social Media

Reach JoAnna Brandi on Social Media

<https://www.facebook.com/ReturnOnHappiness>

<https://www.linkedin.com/in/joannabrandi/>

<https://twitter.com/KeepEmHappy>

<https://www.instagram.com/joannabrandi>

Author's Facebook page: [JoAnna Brandi - Home](#)

JoAnnaisms

JoAnnaisms - Selected favorite quotes by JoAnna

"How you VIEW your job is as important as how you DO your job."

"In order to create value in the marketplace, you have to create value in the workplace."

"WE change the culture by changing the conversation. Human systems move in the direction of what they talk about."

"A company becomes the best version of itself when the people in it become the best versions of themselves. An organization can only be its best when people show up and are *willing* to be their best. Great leadership encourages and nurtures this."

"When we realize that it's our *egos* we should be leaving at the door and not our *emotions*, we're one step closer to creating an environment conducive to happiness – ours and the customers."

"Times like these provide us with unparalleled opportunities to capture market share and solidify our commitment to our customers."

"In today's world you must be focused on building, nurturing and strengthening relationships. We build our personal brand by being mindful of the hundreds of opportunities we have to make deposits in our customers' emotional bank accounts and we make them frequently with positive intention."

"I believe we need to adopt "Realistic Optimism. That's the ability to maintain a positive outlook without denying reality. It's where we are actively appreciating the positive aspects of a situation without ignoring the negative. We are appropriately responding and not *reacting*. This preserves a focus on a positive future."

“Here’s a Brain Secret that everyone should know. The brain can’t tell the difference between something that is real and something that is vividly imagined. If you want to create something new in your life, imagine it with all your senses.”

“Are You creating WOW! Experiences for your Customers? You can’t do that with a Ho-hum culture. When you build an optimistic culture that’s **coherent, aligned, strong and focused on creating positive customer experiences** – you’ve created an organism that can out think, out delight and out move the competition!”

Additional Contact Information for JoAnna Brandi

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Course Website: www.PositiveEnergizer.com

Personal Blog: www.PathOfPositivity.com

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