

# When Frank Kitchen Gave Microsoft a F.R.E.S.H. Outlook

For so many retail stores, the holiday rush presents challenges unlike the rest of the year. This was also true for The Microsoft Store in Chandler, Arizona. It wasn't a lack of sales. The huge holiday rush made it a stressful time of year for the sales and tech staff.

Each year, management held staff meetings ahead of Black Friday to mitigate their staff's holiday blues. Each year they brainstormed ways to keep excitement and energy up, and to keep the staff working like a team.

Brandon Ramsey, team leader of Microsoft's small, medium, and corporate business sales, remembers, "We were trying the same thing each year expecting different results. It was time to find another voice, different energy, and a new approach."

## But how?

Mr. Ramsey met Frank Kitchen when working for a non-profit. They remained friends. It was around this time he saw something Frank posted on social media, a clip from a speech. He went to Frank's website to see more.

"It hit me. Let's get an outsider to present at our annual pre-holiday sales meeting. Let's get Frank."

He wrote up a simple proposal and showed a couple of clips of Frank Kitchen in his element: public speaking. Upper management was quick to agree to Brandon's idea.

"Once I got the green light, Frank made it all so easy," continued Ramsey. "I simply called him, explained where we have been and where we wanted to go. He gathered some information he needed from me, then it was up to him to shape the content for us. He was quick to understand our needs and goals. I think he texted me twice with a couple of questions."

## Microsoft's goals for Frank's presentation were:

- Help our team to work together under holiday stress.
- Don't get frustrated. Yes, it's a stressful time, but don't react impatiently.
- Know our team is behind you to lift you up.
- Generate excitement that will carry through the holiday rush.



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## A very successful meeting and holiday season.

"I could only schedule Frank for 40 minutes. He gave us an incredible message. It wasn't some canned presentation. He customized it perfectly. He was interactive, impactful, and had our team engaged. His activities were challenging but fun. He provoked thought, teaching us different ways to think through our problems."

One manager pointed out, "Time flew by, everyone resonated with Frank. Nobody felt they were 'spoken to.' Everyone felt part of the conversation."

Mr. Ramsey continued, "Frank's messaging made a huge difference, like night and day. And it was immediate. There was a huge difference in the way we worked together. That was the biggest thing. We picked each other up and there was something new in the way we supported each other. After that meeting our office had a different, better type of feeling."

## Frank Kitchen exceeded expectations in two ways.

1. "I thought he would come in and share some words of wisdom and suggestions. But the energy he brought was absolutely incredible. Everyone understood, people were clapping their hands and laughing, no one was lost."
2. "Even more importantly—and incredibly—Frank changed our culture beyond the holidays. We incorporated some of his messaging into other aspects of our business. Frank not only got us through the holidays, he reshaped some of our processes and communication tools at our store."

## Brandon's advice to other retail managers.

"Sometimes we get tunnel vision on how we deliver our messages, or how we feel we should deliver our messages. Take a step back to let the fresh eyes and fresh outlook of Frank Kitchen make positive changes in ways you never thought. Frank helped our team way beyond what we expected. He will do as much for you."

"Frank Kitchen might be your best investment in your team. He certainly made our jobs easier, I know he will make your job easier."

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