

JIM KNIGHT – FULL BIO

Renowned keynote speaker, author, and training and development expert Jim Knight teaches franchises organizations of all sizes how to attain their own “rock star” status.

Although his illustrious career started at Gatorland in Florida (he has scars to prove it), Jim cut his teeth in the hospitality training industry and eventually led Global Training for Hard Rock International for two decades. Jim’s customized programs show franchise audiences how to amp up organizational culture, deliver world-class differentiated service, and build rock star teams and leaders.

Jim’s role at Hard Rock involved many facets of organizational training including creating and managing all staff and management training materials and programs; developing franchise operators; facilitating Hard Rock’s corporate university; overseeing management training locations; producing training videos; directing company e-Learning initiatives; facilitating leadership transitions; and traveling to properties to deliver onsite classes and measure company standards.

Jim put his experience and creativity to work, which consistently developed cutting-edge training concepts. During his time with the Hard Rock brand, his team won coveted Telly Awards (Guest Service in 2000, Menu Rollout in 2007, Harassment & Discrimination Prevention in 2008); garnered Training Directors Forum’s 1998 prize for “Reengineering Training”; and won Brandon Hall’s Gold Best in Class Award for their “Service Recovery” e-Learning course.

Jim Knight was also recognized by Training Magazine as representing one of the Top 125 training companies in the world out of all industries & businesses. He has since been featured in *Franchise Times*, *Forbes Magazine*, *Inc. Magazine*, *Fast Company*, *Entrepreneur Magazine* and Fox Small Business News. Jim has also been a contributing member of Rolling Stone’s Culture Council, since 2020.

Jim has a music degree in Vocal Performance & Education and taught in the Florida public school system for 6 years. He is a lifetime member of CHART (an Association of Hospitality Trainers); previously sat on the Certification Governing Board of the National Restaurant Association; and founded a local training forum & networking group (The Training Summit: CHART’s 1st Regional Training Forum) with over 100 active members in Central Florida, to share best practices and discuss common issues with other industry professionals.

Today, Jim Knight is the Owner & CEO of Knight Speaker, delivering numerous programs worldwide on leadership, organizational culture, customer service, and employee engagement and was listed in the “Top 10 Most Booked & Rated Speakers in the U.S.” by The Speaker Experts (2016).

Jim is also the best-selling author of [Culture That Rocks: How to Revolutionize Your Company’s Culture](#), a how-to business book designed to amp up a brand in any industry. Entrepreneur Magazine listed the book as one of the “Top 5 Books That Will Transform Your Business”. His latest books, [Leadership That Rocks: Take Your Brand’s Culture to Eleven and Amp Up Results](#) and [Service That Rocks: Create Unforgettable Experiences and Turn Customers into Fans](#) were amazon #1 Best Sellers. A portion of Jim’s book sales and speaking fees goes to:

- [No Kid Hungry](#) - which works to eliminate childhood hunger in the U.S.
- [Cannonball Kids' cancer](#) - which funds innovative, accessible research for children fighting cancer with better treatments, quality of life, and options for those told they have run out of options and
- [Tunnel for Towers](#) - which supports 1) fallen emergency first responders and U.S. Gold Star families who have lost a spouse, 2) U.S. service personnel who have been wounded in combat by supplying specially-adapted smart homes, and 3) eradicating homelessness for U.S. military veterans.

You can connect with Jim through his website at: KnightSpeaker.com