

Elevating Businesses and Lives Through Leadership, Culture, and Connection

// FULL BIO

Scott Greenberg is a keynote speaker, author, and business consultant, specializing in leadership, team dynamics, and operational efficiency. His books offer practical strategies for building high-performing teams. Renowned for his engaging workshops and keynotes, Scott combines motivational insights with actionable solutions, focusing on resilience, decision-making, and employee training and retention.

A former multi-unit, award-winning franchise owner for best customer service and management, his unique perspective on leading teams makes him an invaluable asset to organizations aiming for competitive excellence. Scott is author of *The Wealthy Franchisee: Game-Changing Steps to Becoming a Thriving Franchise Superstar* and *Stop the Shift Show: Turn Your Struggling Hourly Employees into a Top-Performing Team*, published by Entrepreneur Press. He's a Leadership Network VIP for *Entrepreneur* and a frequent contributor to *Nation's Restaurant News*, *Global Franchise Magazine*, and *QSR Magazine*.

Based in Sherman Oaks, California, Scott's commitment to guiding brands and leaders has solidified his status as an authority in effective team management and business growth. He has spoken around the globe to clients such as Nike, McDonald's, Allstate, Choice Hotels, EDI Express, Jack in the Box, Cargill International, Mighty Auto Parts and IHOP.

// SHORT BIO

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