

Elevating Businesses and Lives Through Leadership, Culture, and Connection



Meet Scott Greenberg: the go-to expert for organizations aiming to elevate their business metrics and the people behind them. With a unique blend of strategic business acumen and human-focused leadership, Scott is the catalyst for holistic business transformation.

Author of the game-changing books *"Stop the Shift Show"* and *"The Wealthy Franchisee,"* Scott dives deep into the human elements that directly impact business performance. He equips leaders with a peak performance mindset, empowering them to lead more effectively and cultivate high-performing teams. His innovative management tool, 30-Second Leadership™, has revolutionized the way businesses enhance employee mindset, skillset, and overall performance.

As a former multi-unit franchise owner recognized for best management and customer service, Scott brings a wealth of real-world experience to his programs. His keynotes and online trainings are not just informative but transformative, offering actionable strategies that produce immediate and lasting results.

“Your wealth of knowledge engaged our franchisees. Thank you for motivating our audience and arming them with tools to become more profitable and drive more traffic.”

- Jay Johns, President, IHOP

“Thank you ... we needed a resiliency booster shot. You delivered... They found themselves wrapped into a narrative of practical resiliency... inspiring & actionable.”

- Salesforce

But Scott is more than just a business transformer; he's a storyteller, an inspirer, and a strategist. His high-energy, customized programs don't just educate; they ignite audiences, leaving them empowered and inspired.

Scott's expertise isn't confined to the business world. He's the author of *The Wealthy Franchisee: Game-Changing Steps to Becoming a Thriving Franchise Superstar* (2020) and *Stop the Shift Show: Turn Your Hourly Employees into a Top Performing Team* (February 2024), published by Entrepreneur Press. Scott is also a VIP contributor to *Entrepreneur* and a frequent contributor to *Nation's Restaurant News*, *Global Franchise Magazine*, *QSR Magazine* and *Franchise Business Review*.

READY TO ELEVATE YOUR BUSINESS AND YOUR LIFE?

DISCOVER WHY SCOTT GREENBERG IS THE EXPERT ORGANIZATIONS TURN TO FOR BOOSTING PERFORMANCE AND ENRICHING COMPANY CULTURE.

JUST A FEW OF THE BRANDS SCOTT HAS HELPED:



Batteries + Bulbs

Allstate



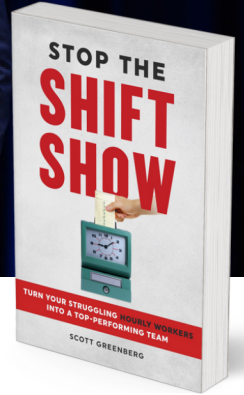
GNC
LIVE WELL



Stop the Shift Show

TURN YOUR HOURLY WORKERS INTO A TOP PERFORMING TEAM

Program Focus: Talent Recruitment, Employee Retention, Leadership Development, Team Management, and Organizational Culture



// OVERVIEW

Navigating the complexities of managing hourly workers can be a daunting task. But what if you could turn this challenge into your competitive advantage?

Scott Greenberg, an acclaimed speaker and author, unveils the blueprint for transforming your hourly workforce into a high-performing team—without breaking the bank. Drawing from real-world case studies, cutting-edge hiring metrics, and actionable workforce strategies, this dynamic presentation will equip you with the tools to attract, retain, and lead top talent.

THIS KEYNOTE IS A GAME-CHANGER FOR:

- Leaders and managers overseeing hourly workers and diverse teams
- Organizations stuck in a revolving door of hiring and losing hourly staff
- Decision-makers seeking actionable coaching techniques for immediate implementation

ATTENDEES WILL WALK AWAY WITH:

- A deep understanding of what sets high-performance cultures apart
- Innovative strategies to attract top talent without inflating labor costs
- A roadmap to overcome hiring biases and the discipline to wait for the right fit
- Best practices for recruiting, onboarding, and training that lead to long-term retention

“Stop the Shift Show provides a framework for business owners and managers to build teams that excel, and even more importantly, teams that last.”

- Whitney Knight, Brand Management Director, Hilton

Think, Lead, Serve

HOW MINDSET & CULTURE LEAD TO PROFIT & PERFORMANCE

Program Focus: Mindset, Company Culture,
Business Growth, Employee Engagement



// OVERVIEW

In the fast-paced world of business, it's easy to get lost in the weeds of daily operations. But what if the secret to skyrocketing profits and performance lies in the intangible elements of mindset and culture?

This isn't just a keynote; it's a game-changer. Scott Greenberg will guide you through actionable strategies that will elevate not just your operations but your entire organizational ethos.

THIS KEYNOTE AIMS AT LEADERS & MANAGERS WHO:

- Feel trapped in the never-ending cycle of operational demands
- Are grappling with a disengaged or underperforming workforce
- Aim to transform customer interactions into lasting relationships

ATTENDEES WILL WALK AWAY WITH TOOLS TO:

- Master the art of operating from your "point of clarity" to shatter performance barriers
- Decode the DNA of culture: It's more than just "being nice"
- Transform your customer service from transactional to transformational

“Book him now! Scott’s presentation was packed with value. Our brand is now serving customers at an even higher level... and improving our bottom line. As speakers go, we could not have made a better investment!”

- Batteries Plus Bulbs

You've Got This!

THE HUMAN FACTORS OF RESILIENCE & RESULTS

Program Focus: Mindset, Company Culture,
Business Growth, Employee Engagement



// OVERVIEW

In a world that's constantly changing, resilience isn't just a buzzword; it's a business imperative. Scott Greenberg doesn't just inspire; he equips your team with actionable strategies to face adversity head-on and come out stronger.

From understanding the psychology of decision-making to fostering a culture of support, this keynote is a toolkit for resilience and results.

THIS KEYNOTE AIMS AT LEADERS & TEAMS WHO:

- Are navigating the turbulent waters of market change and organizational setbacks
- Recognize the emotional pitfalls affecting their decision-making and seek practical solutions
- Want to reignite the passion and performance of their teams

ATTENDEES WILL WALK AWAY WITH TOOLS TO:

- Master the art of "Focused Control" to cut through the noise and prioritize effectively
- Learn the "Trigger-to-Trouble" process and how to disrupt it for better decision-making
- Implement team-building strategies that foster a culture of collective strength and support

“Scott’s message really set the tone for our meeting—and tied directly into our CEO’s presentation, which was fantastic! We continue to hear our groups speaking of how a 'High Performance Mindset' helps them to better achieve their goals.”

– Vice President of Learning & Development, Buffalo Wings & Rings

30-Second Leadership

THE SIMPLE COACHING METHOD FOR MAKING EMPLOYEES GREAT

Program Focus: Team Building, Leadership, Cultural Transformation, Employee Engagement, Coaching



// OVERVIEW

Time is money, and in today's fast-paced business environment, leaders can't afford to waste either. Enter 30-Second Leadership, a revolutionary coaching method that delivers immediate, impactful results.

Scott Greenberg will guide you through a field-tested system that not only improves employee performance but also frees up your time to focus on what really matters: growing your business.

THIS KEYNOTE AIMS AT LEADERS & MANAGERS WHO:

- Are tasked with training and coaching frontline employees but are not seeing the desired results
- Aim to transform average team members into exceptional leaders who drive business growth
- Are grappling with the challenges of employee performance and effective training methods

ATTENDEES WILL WALK AWAY WITH TOOLS TO:

- Master the art of "Quick-Engage" to inspire and motivate your employees in 30 seconds or less
- Implement a unified language for evaluating employee performance, ensuring consistency across management
- Learn strategies to not only retain top talent but also to elevate their performance and influence on the team
- Discover actionable tactics to re-engage employees who are disengaged or underperforming

“The 30-Second coaching... Very relatable with good tangible content that can be put into practice immediately.”

- Kitchen Tune-Up

The Wealthy Franchisee

GAME-CHANGING STEPS TO GROW YOUR BUSINESS AND BECOME A WEALTHIER (& HEALTHIER) FRANCHISEE

Program Focus: Team Building, Leadership, Cultural Transformation, Employee Engagement, Coaching



// OVERVIEW

Why settle for average when you can be extraordinary? Scott Greenberg, an award-winning, multi-unit franchisee with over a decade of experience, reveals the game-changing steps to elevate your franchise business.

This isn't about more marketing or hiring better employees; it's about unlocking the full potential of your existing operations to achieve consistent, profitable results.

THIS KEYNOTE CATERS TO OWNERS & MANAGERS WHO:

- Are drowning in the operational chaos of running a franchise business
- Are frustrated with underperforming employees and ineffective hiring strategies
- Aim to not just meet but exceed customer expectations for increased sales

ATTENDEES WILL WALK AWAY WITH TOOLS TO:

- Discover the secret sauce to building MORE WEALTH from your current operations
- Master tactics to supercharge productivity, streamline operations, and maximize efficiency
- Learn life-changing strategies to reduce stress, live healthier, and actually enjoy running your business
- Elevate your customer interactions from mere transactions to meaningful, lasting connections

“Lively, funny, poignant, and credible... I would strongly recommend Scott to anyone, particularly franchise groups, to hear him speak, feel his passion and learn from his experiences.”

- Founder & CEO, Zoup! Fresh Soup Company

Customized Leadership & Management Workshops



// OVERVIEW

Delve into Scott's customized workshops based on his acclaimed books, *Stop the Shift Show* and *The Wealthy Franchisee*. These sessions are tailored to enhance leadership skills, optimize management styles, and cultivate high-performing teams.

READY TO TRANSFORM YOUR LEADERSHIP TEAM? EXPLORE OUR WORKSHOPS:

- Assessing & Optimizing Your Management Style: Find Your Leadership Groove
- Recruiting, Onboarding, & Training: Build Your Dream Team
- Understanding Hiring Biases: Embrace Inclusivity
- Evaluation Software & Pre-Employment Tests: Hire with Confidence
- Designing & Building High-Performance Cultures: Culture is Everything
- Coaching for Success: Unleash Potential
- Motivating the Four Personality Types: Inspire Every Individual
- Measuring Employees' Internal & External Performance: See the Whole Picture

A MESSAGE FROM SCOTT:

“Leadership is a journey, and I'm here to walk it with you. Each of these modules is crafted from real-world experience and a passion for seeing you and your team succeed. Let's elevate your business, one leader at a time.”