

## Scott Greenberg's Speaker Bio

Meet Scott Greenberg: one-part business game-changer, one-part motivational leader. Fueled with over 10 years' experience as a multi-unit, award-winning franchise owner, Scott practically wrote the book on what it takes to transform businesses from average to extraordinary.

Scott delves into the HUMAN factors of business that directly impact how well people work. He helps leaders think at a higher level with a peak performance mindset that keeps emotions in check and yields the clearest, most productive perspective possible. He helps them lead more effectively so they can develop their teams into a high-performance workforce. Finally, he helps them serve better and create emotionally satisfying experiences customers remember, talk about, and want to repeat. Improving business from the inside out, he co-created an innovative management diagnostic and leadership tool, 30-Second Leadership™, that enhances employee mindset, skill set and performance.

Scott will get your group excited about their business goals and help make them a reality. As a sought-after international speaker, Scott ignites audiences with engaging, high-energy, and customized programs that leave audience members with proven strategies and long-lasting inspiration. Scott is the expert organizations call on to boost performance and elevate their business.

Scott is author of *The Wealthy Franchisee: Game-Changing Steps to Becoming a Thriving Franchise Superstar*, published by *Entrepreneur Magazine*. He is a VIP contributor to *Entrepreneur* and a frequent contributor to *Nation's Restaurant News*, *Global Franchise Magazine*, *QSR Magazine* and *Franchise Business Review*.