

## Scott Greenberg Client Testimonials

"Scott's message really set the tone for our meeting—it resonated with our franchisees and tied directly into our CEO's presentation, which was fantastic! Scott built a highly customized presentation for our event and referenced real world examples specific to our franchise system, which everyone loved. Even following our convention, we continue to hear our groups speaking of how a "High Performance Mindset" helps them to better achieve their goals.

**-Susan Milkowski, VP, Learning & Development, Buffalo Wings & Rings**

"I'd like to thank you for doing such a GREAT presentation at the 2016 Institute! Your session was very impactful and one of the highest rated ones in recent years. The participant's comments illustrated this:

- Really powerful to hear perspective from someone not affiliated with the company. He did a great job of illustrating how at the end of the day this is a service business. Some of his advice and examples on mindset and how to treat stylists and customers will certainly be implemented.
- Always thought the Third Factor was the most important and the most overlooked. Scott is a dynamic presenter, too.
- Scott was amazing. His presentation will help me not only in the salon but in my personal life also which will make me a more effective General Manager.
- Powerful message. One of the best presentations I've attended.

I enjoyed working with you and appreciated the way you took the time to really get to know Great Clips. It was clear that you gained an understanding of your audience and our brand. THANK YOU!"

**-Lora A. Peterson, Director, Great Clips University**

"Scott absolutely nailed the learning objectives for this year's conference. We loved every aspect of working with him – from his pre-program commitment of visiting a clinic in order to better learn our business, to dovetailing the messaging of the leadership team, to his availability before and after the program and, of course, the keen delivery of relevant branding and messaging he brought to the table – and we can easily and confidently recommend Scott to any franchise group looking for an outstanding keynote speaker. We got our value's worth and so much more - a priceless investment!"

**-Scott Hoots, VP Operations, American Family Care**

"Thank you very much for your energy and professionalism throughout the planning and execution of your keynote. The way you incorporated our brand and Summit theme into your talk was unprecedented! This enhanced our credibility as a franchise and really successfully set up the other events of the program. You may not have planned this, but I think that your talk really set an underlying theme of positive accountability for both Z and Zor. Great job!"

**- Eric Ersher, Founder & CEO, Zoup! Fresh Soup Company**

"Scott Greenberg's presentation at our Annual Franchise Reunion was the highest rated session of the entire event (and the event was pretty darn good!). Scott was lively, funny, poignant, and credible; he

spoke from experience and his unique perspective of also being a franchisee. His message challenged us and our paradigm and resonated with every person in the audience. We're all still referring to the terminology he used and I truly believe he had an impact on everyone who heard him speak. Scott's message of mindset overcoming fear, listening to your "inner heckler", gratitude and time is one that should be heard by many. I would strongly recommend Scott to anyone, particularly franchise groups, to hear him speak, feel his passion and learn from his experiences."

**-- Kara Bowen, Community Manager, Honey Dew Donuts**

"Scott's delivery was perfect. We were absolutely captivated the whole time he was speaking; not an easy accomplishment with a longer presentation! He was engaging, entertaining, and inspiring. The franchisees were genuinely moved and took away a lasting message of teamwork and continually striving to excel. Aside from the fantastic presentation, Scott was a joy to work with and very responsive. He really did his homework to understand our brand. Scott was able to connect to the franchisees at a deep level, and brought the kind of third party credibility that we needed to inspire everyone. He even arrived early the day of the event to check in with me and see if we needed help setting up. Scott was an absolute '10 out of 10!'"

**-- Richard Bowen, President & CEO, Honey Dew Donuts**

"Scott captivated our group by engaging our franchisees right from the start of his program. The candor in his delivery, his knowledge for our business and our competition, and his humor resonated well within our group. Scott was well prepared, efficient and an overall pleasure to work with. I would highly recommend Scott for your next business convention or gathering."

**-- Lynn Chapman, Regional Director of Field Operations & Event Manager  
Showhomes Franchise Corporation**

"Scott Greenberg was our keynote speaker for this year's Showhomes Annual Conference 2014 and I have to say, we have never had such a great speaker! We have an evaluation after every session and Scott literally scored perfect and in some cases, franchisees gave him a '6' or higher on a scale of 1 to 5!

His message was phenomenal and we really appreciated how much humor Scott used in his delivery. He made us laugh; made us cry and gave us memorable, actionable tools to carry forward into our businesses and our lives.

The fact that Scott is also a successful franchisee gave him true resonance and credibility with our own franchisees. That coupled with the comprehensive amount of pre-program research Scott did to get to know our brand, our culture and our franchisees made it truly a home run! We shared our challenges with him as part of the process and Scott was able to fit them seamlessly into his session and give us all huge takeaways.

Logistically, and I might add through some really challenging weather related travel obstacles, Scott kept me informed every step of the way.

All around Scott was lovely to work with and there is absolutely nothing that I would suggest that he could have done to improve the experience. We loved him so much we are even considering bringing him back next year for Part Two!

"The response was phenomenal! Scott was both entertaining and informational... In a post conference survey, Scott received the highest rating of the day, a 5 rating out of 5."

**-- Jenn Johnston, Chief Marketing & Operations Officer, Global Franchise Group**

"You were able to captivate an audience of more than 75 people for an extensive four hours...Overall, the presentation was intelligent, engaging, entertaining, and motivating."

**-- Cam Inglis, President, Marble Slab Creamery Canada**

"I was shocked by the amount of employees who came up to thank me for hiring you. You have undoubtedly helped EDI Express to become a better company."

**-- Jerry Kelleher, Sr. VP, EDI Express**