
"Over the years, I have heard countless presentations on 'Leadership.' Your presentation was by far the most beneficial. Exceptional!"

Roberta Perry, Past International Director, Toastmasters

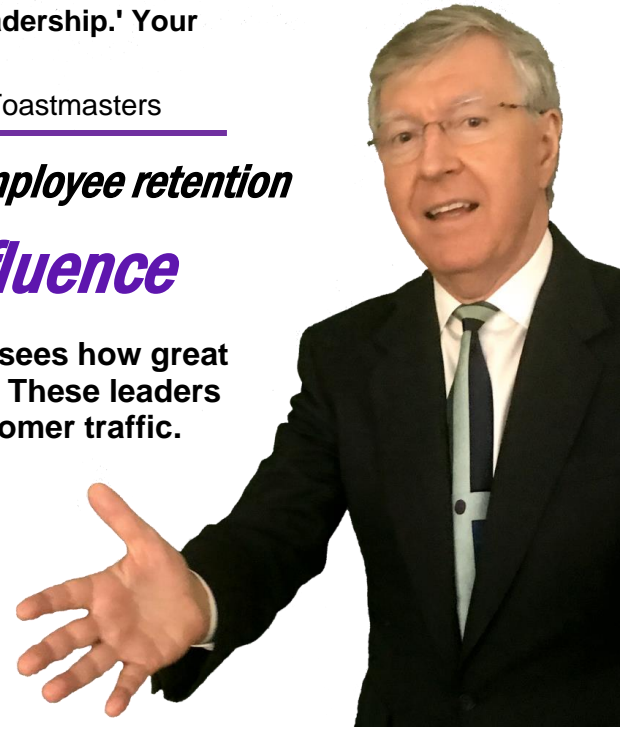
Boost restaurant unit sales, consistency and employee retention

Lead Through Voluntary Influence

Don Shapiro's new speech shows managers and franchisees how great leaders inspire their people through voluntary influence. These leaders deliver higher employee retention, consistency and customer traffic.

Don's high energy, fun and interactive program will thrill your managers and franchisees. He worked up from dishwasher to GM to the C-Suite and worked for a legendary restaurant chain who consistently delivers exceptional customer satisfaction through high employee retention.

With humorous and inspiring stories backed by compelling research, Don simplifies and clarifies what type of leader produces the best results. Leadership can mean many different things but not all them deliver better performance. Don's discovery pinpoints what type of leadership boost results the most.



“Leaders influence people to voluntarily join with them”

What franchisees and managers will learn

- ◆ Leadership isn't about your title or skills. It's about having a character that can build trust.
- ◆ How to become the type of leader who retains employees and grows customer traffic.
- ◆ How to help employees discover their own why and purpose for working in your restaurant.
- ◆ What will cause employees to do their job because they want to, not because they have to.
- ◆ “Every employee a leader.” You need hourly employees who lead to deliver the best results.
- ◆ True leaders hire better because they hire based on seeing a potential they can develop.
- ◆ How to build an inclusive culture and watch customer satisfaction and sales soar.

Don's program simplifies and clarifies what it means to be a leader so our people will enthusiastically join with us

About Don Shapiro

Don gave his first speech when he was 14 and they haven't been able to stop him since. He is a co-author of *The Character-Based Leader* and President of [First Concepts Consultants, Inc.](http://www.firstconcepts.com), advisors on leadership, people strategy, culture and customer value. He was introduced to leadership development in high school and started his career mentored by the great leaders at Lawry's Restaurants. Don has worked with hundreds of managers and executives to uncover the truth about great leaders. He delights audiences as a high energy, fun and interactive speaker who opens minds and inspires action.

To book Don or brainstorm the possibilities 202-255-3727 donshapiro@firstconcepts.com

When Don Shapiro talks about leadership and voluntary influence, everyone learns, laughs and leaves inspired

Don has inspired hundreds of groups in 36 industries with his high energy, fun and interactive programs. He simplifies and clarifies our understanding about what it means to be a leader. Don customizes his programs for each audience, chain, concept, and occasion based on his restaurant experience.

"You were the talk of the convention. Super job!"

Carolyn Wynn, Togo's

"You held the attention of 90 young people for two hours and that speaks for itself."

Phil Jensen, Founder, Burgermaster

"What a dynamic presentation! We have heard lots of positive feedback because your program was packed full of new ideas."

Peggy Derby, Colorado-Wyoming Restaurant Association

"The items you talked about make a significant difference in success or failure in the restaurant business. I brought several ideas away from you seminar."

Gordon Poulson, Golden Corral

"Thank you for the outstanding presentation you made to our executive and unit manager group. I was quite impressed with the time you took to familiarize yourself with Lyon's operations. Very professional."

Maris Lapienieks, Lyon's Restaurants

"Thanks for the terrific program at our Young Owner/Manager Conference. The group rated it a 9.28 on a 1-10 scale."

Gale Frentz, FTD Florist

"Don was fantastic. You felt like Don was a member of our team. Interactive, creative and engaging. It was great for the staff to learn from Don's years of experience."

Andy Cloutier, Greater Palm Springs Convention and Visitors Bureau

"Thank you for making the recent Executives Group meeting a great success."

Philip Kralovec, National Restaurant Association

"Bravo for a highly motivating and mind expanding seminar last night."

Alice Hart, Chez Alice

"Thank you for three outstanding workshops you delivered to our staff and managers on leadership. I have implemented many of your key points."

Patrick Finley, Plasters and Cement Masons

**Don also conducts executive workshops
on the people strategies that drive the KPI's**