



Introduction

Why do some rise to the top in their field while others struggle? This is the question today's presenter, Scott Greenberg, has spent years exploring. In addition to many years as a professional speaker, Scott spent more than a decade as the owner of two Edible Arrangements franchises in Los Angeles. His operation won the "Best Customer Service" and "Manager of the Year" awards out of more than 1000 locations worldwide.

Today Scott focuses full time on helping people elevate their performance. He's spoken in all 50 U.S. states and throughout the world with clients that include McDonald's, Nike, RE/MAX, Salesforce, Allstate, the U.S. Air Force, and countless others. Scott is a contributing writer for numerous business publications, and the author of the books, *The Wealthy Franchisee* and *Stop the Shift Show*. He comes to us today from Los Angeles, CA to help us think, lead, and serve at the highest level.

Please welcome, Scott Greenberg.