Do You Speak Or Teach

FAQs · https://jeffreysummers.com/docs/do-you-speak-or-teach/

Yes. Keynotes, general sessions, and working rooms, plus media.

Public Speaking

Keynotes and general sessions for conferences, franchise conventions, association meetings, and executive gatherings. The talk is built for the room -- an independent-operator audience and a multi-unit executive audience carry different constraints, and I will not run the same forty-five minutes at both. What the room leaves with is the vocabulary to name what is holding their operation, and one move they can run Monday.

Workshops

Working sessions, not presentations. A room of operators runs the read on their own operations while I work the room, which means the output is their diagnosis, in their words, on their numbers, before they leave. Formats run from a half day to multi-day. Franchisee associations, ownership groups, and leadership teams are the usual rooms. Cast-level training is not what this is.

Media

Interviews, panels, podcasts, and comment on industry patterns. I hold public positions on delivery economics, franchise structure, pricing, labor, and how counsel gets manufactured in this industry, and every one of them is dated and on the record before the outcome was known. I do not comment on individual operators or brands, and I do not name publications or authors when I am prosecuting a pattern. The pattern is the story.

What A Program Committee Should Know

Nothing in a session is proprietary bait. The whole framework is published, so you can read exactly what the room will get before you book it. Nothing is theoretical and nothing is held back for a follow-on engagement. I teach the operating architecture underneath the tactics, which means rooms that get it stop asking what to do and start asking what is holding them.

Details and inquiries: Learning Events.

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