

# Nick Sarillo

ENTREPRENEUR • SPEAKER • AUTHOR

Book Nick Sarillo today for your next leadership meeting or conference. His passion and wisdom has inspired entrepreneurs, business owners, association and corporate leaders to strengthen their organizational culture and engage their team in company results. His three most popular topics are:

## **Build a Positive Culture on Purpose: How to Use Purpose & Values to Create a Thriving Organization**

Do your employees love to come to work? Join Nick Sarillo, author of *A Slice of the Pie*, and Founder of Nick's Pizza and Pub as he shares his success secrets to turning any small business into a successful, high-performance organization. One where employees love to come to work – and it shows, each and every day through their performance. Nick's restaurant is one of the top ten busiest independent pizza companies in the U.S. Margins are often twice those of the average pizza joint, while employee turnover is less than 20% per year in an industry that averages more than 150% ...which is incredible when you consider more than 70% of Nick's employees are under the age of 25 and part of a generation in which job hopping is the new normal. Nick's restaurants serve as a great example of how clearly defining and living your company's purpose and values can create a world-class culture in any organization and industry. Nick will share real life examples from his experience detailing how you can create the type of company culture you've always wanted to work for. Nick also provides tangible tools that you can begin implementing in your business immediately!

## **Customer Loyalty: A Family Recipe For Success**

Have you ever tipped your server a \$1,000 for a \$35 restaurant bill? At Nick's Pizza and Pub restaurants this has happened four times. Nick Sarillo's compelling and surreal "It's A Wonderful Life" story about an everyday business that was able to rally and unite an entire community serves as a great example of how clearly defining your company's purpose and values can create a world-class culture of customer service in any organization and any industry. Enhancing customer service starts with turning your employees into leaders rather than followers. At Nick's, the word "customer" is actually not part of the language; instead the goal is to create meaningful "guest" relationships and experiences that go beyond a single monetary transaction. Similarly, Nick's does not have a "staff" hired to perform mind-numbing tasks. Instead Nick's dynamic "team" of leaders work together as a dedicated family, utilizing their purpose and set of values to find solutions on their own. In this session, gain Nick's real-life examples of how to set your team up for success and provide "Unforgettable Guest Experiences."

## **Trust & Track Leadership™ - A Proven Method For Achieving Purpose And Profitability**

Today's ever-changing business environment requires a new type of leader to be more effective in the way we communicate and develop our people. In this session, be inspired to shift from the dated command-and-control style of leadership and join the Trust and Track Leadership™ movement. The restaurant industry is known for having 150-200 percent employee turnover rates. With almost 200 team members, Nick's Pizza &

For more information, visit [www.NickSarillo.com](http://www.NickSarillo.com) and contact Nick's Speaker Agent: Michele Lucia at 214-543-0844 or [mlucia@adlspeakers.com](mailto:mlucia@adlspeakers.com).



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Pub maintains less than a 25 percent turnover annually. How can that be? Being a Trust and Track Leader means operating in an environment of trust and having the ability to lead company culture, not just tell people what to do. Using real life experiences, Nick shares how to create a meaningful place to work where leaders are coaches that build and inspire their team.

## **Millennials and Gen Z CAN Be the Best Leaders: How to Benefit From Your Youngest Employees Team**

Millennials and Gen Z (under the age of 19) has brought unique workforce opportunities. They expect to “feel” heard and want a spot at the table. They expect to be mentored and recognized. At Nick’s Pizza & Pubs restaurants, millennials lead the way – not only do they represent more than 70% of the workforce, they are great leaders and strongly contribute to the bottom line. Nick operates a “Business as a School” with processes based on company purpose and values for hiring, onboarding/training, feedback, recognition and more. Come and learn how you too can successfully integrate millennials into your workforce.

### **About Nick Sarillo:**

Nick Sarillo is the founder, CEO and “primary keeper” of the Purpose and Operational Values of Nick’s Pizza & Pub – one of the top ten busiest independent pizza company in per-store sales in the United States. Founded with the purpose of providing the community with an unforgettable place where families could relax and have fun, Nick’s Pizza & Pub has margins nearly twice that of the average pizza restaurant and boasts 80 percent employee retention rate in an industry in which the average annual turnover is more than 150 percent. Nick credits his company’s success to his purpose-driven culture, which is the focus of his new book, *A Slice of the Pie: How to Build a Big Little Business* (Portfolio; 2012). His insights have been featured in *Inc. Magazine*, *The New York Times*, *The Economist*, *Fast Company*, *Entrepreneur* and *Investor’s Business Daily*.

### **Don’t Just Take Our Word On Nick Sarillo:**

***“Nick delivered a unique and heart felt message that left the audience with actionable items to take back and implement at their own organizations. Attendees were touched and motivated by his story and talked about it for weeks after the event! Nick would be a great addition to any speaker line up.”***

**People Report & Black Box Intelligence**

***“Nick was great. I received nothing but positive comments from the attendees. I asked for feedback from several customers. Their responses ranged from “I liked it,” to “I’m making changes tomorrow!” He delivered exactly what I wanted.”***

**Sysco**

***“Nick was a pleasure to work with...It was refreshing to see his approach and how he as a business owner uses the material in his business every day; and, real life examples of how these cultural principles can effect change and success...Within 30 minutes of the close of our second day, I had employees utilizing and embracing the tools we had learned. I look forward to leading my team through the transformation this will have on our culture and our business.”***

**River Club of Mequon**

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