



Troy Hazard Testimonials

“Troy Hazard was our keynote speaker for an annual meeting many of our top producing franchisees attend and WOW! – did he nail it! He had clearly come prepared and knew exactly what we had hoped our franchisees would leave the session with. Troy was one of highest-ranking speakers we have ever had for this event. He truly understood the Great Clips culture and connected with our franchisees in a meaningful way. He was also easy to work with in every way. We will definitely be working with Troy Hazard in the future and recommend him to anyone who needs a keynote speaker that truly understands the franchise world.”

–**Lora Peterson, Director, Great Clips University & Events, Great Clips**

“Troy really hit it out of the park! He listened to understand the theme and message that we wanted to deliver from an overall conference and content perspective and hit it on all cylinders. Troy has unique, real-world experience both as a franchisor and franchisee, as well as consulting with franchisors around the world—he’s “he’s been there, done that” in franchising. He spent the time on the front end leading into the conference finding out our objectives, and then determining how his message and what he’s passionate about fit together to create a meaningful experience for the audience. And so, **it wasn’t about him, it was about them** .

Rather than theory or an esoteric type delivery, Troy delivers real world franchise perspective, and it really made a difference, *really* made a difference. I heard that from a number of our attendees. So, I just can’t recommend Troy highly enough. If you’re looking for a keynote speaker, give serious and strong consideration to Troy Hazard, because he brings it.”

–**Brian Schnell, Partner & Chair of Franchise Practice at Faegre Baker Daniels**

“Troy was well prepared to present to our audience. His presentation was both motivational and educational while delivering truly actionable next steps for attendees. On stage, Troy is super-energized and he connected really well to the audience leveraging his personal experiences and business acumen. I highly recommend Troy.”

–**Mark Fisher, CEO, Cyclebar**

“Thank you for bringing Troy to Great Clips! He was phenomenal and extremely engaging in a ‘how does this actually apply’ way!”

–**Bob Crowther, Great Clips Franchisee**

“You were spot on with your recommendation of Troy Hazard for us this year! He did a fantastic job and really exceeded our expectations in every way. We all appreciated how Troy interwove the key messages from our CEO’s and my presentations into his session. That went a long way to reinforce the key points that we wanted our franchisees to embrace from the convention. From his pre-event prep, to how easy he was to work with on site, to his post-event follow up, we couldn’t be happier with the value that Troy brought to our event!”

–**Cheryl Hammons, SVP of Franchise Services, Home Helpers**

"Troy delivered the *exact* message we wanted for our franchisees to hear and are so very happy with the results. He adjusted fluidly with some last minute changes to the agenda – a true pro! We love working with super easy, accommodating, pleasant and gracious professionals and Troy hit the mark on each of those points!"

– **Chrissy Vanderwyde, Director of Franchise Relationships, PuroSystems, Inc.**

"Troy was the perfect fit for our theme this year and held a captive audience with his engaging delivery. The connection with our group was awesome – he totally "got" us and our franchisees absolutely loved what he had to offer. He was down to earth & accessible and had a message that reverberated throughout the rest of our conference. We so appreciate the recommendation to use him and we're considering him for another event!"

–**Steve White, President & COO, PuroSystems, Inc.**

"Troy was great. We have received nothing but positive feedback from our franchisees. We love how he had them all interacting and engaging with each other. His content was spot-on for what we wanted to accomplish this year. I have nothing but great things to say about the entire experience of working with Troy!"

–**Leslie Click, VP of Brand Protection, Engineering For Kids**

"Troy Hazard stands out as one of the few speakers in this world who truly understands franchising. His depth of experience in the category is without question. The real life accounts he has gathered from the many brands for which he has worked, and his life as a franchisee and franchisor, make him an incredible asset in any conference situation. He has worked with our many franchise companies as a keynote speaker, workshop facilitator and emcee, and on every occasion he has sent our team away with incredible take-home value. On top of Troy's experiences in business his unique life story is one of which audiences of all walks of life will relate to. From his struggling start to his glorious comeback, Troy Hazard has lived the life of a successful serial entrepreneur and business owner. Captivating the audience with the ups and down of his life there was no doubt in my mind that all the attendees was constantly on the EDGE of their seats. We look forward to having him back again for another amazing inspiring and productive event."

–**John O'Brien, CEO Poolwerx Corporation, Past Chairman World Franchise Council, Past Chairman Asia Pacific Franchise Council, Chairman Franchise Council of Australia**

"Troy's fantastic skill of keeping everyone involved in the Conference, linking presenters with his personal experiences proved to us his extreme talent. All attendees agreed on the professionalism he showed lifted the Conference to another level."

–**Cartridge World**

"Troy's Keynote session provided outstanding content, highly relevant to the audience and simultaneously in line with the conference theme "The Future is NOW". His delivery style was highly dynamic and created the perfect balance of business and motivational session. Troy's input throughout the event received excellent feedback from the entire Choice Hotels Team and the delegates."

–**Choice Hotels**

"Just a brief note to say thank you so much for your efforts in at our international sales conference in Hong Kong. You did an outstanding job of bringing our global team together and getting them to think laterally about how we manage our sales process, our customers and our relationships in business. The feedback from the event has been fantastic. There has been a buzz around the world throughout a number of the divisions in Flight Centre Limited, and the event has been noted as one of our most successful and highest rated conferences ever! See you in Melbourne in July for a follow up presentation to our team."

–**Corporate Division Flight Centre Limited**

"Our members loved Troy's 'earthy, friendly style' and the feedback included comments such as "Top man/powerful message! excellent, great, give him more time, vibrant, exciting" so clearly the presentation was a great success. Congratulations Troy on an excellent presentation we will definitely have you back for more training with the group."

–RealCorp Systems Ltd

"The group thoroughly enjoyed your session. They were impressed with the intensity of it and the knowledge you passed on - in fact, several commented they could have had more time. We'd love to have you back next year. I also take this opportunity to say Thanks on behalf of the group, knowing they have taken idea's back with them to put into practice within their own business."

–G.J Gardner Homes, Sales Conference

"Troy Hazard made a big impact on our people. His relevance for retailers confronted with the issue of growing their business was totally appropriate to our needs."

–Collins Booksellers, National Conference

"For Troy to receive the evaluations he did highlights the preparation he undertook and the professionalism he obviously possesses. Many commented on his presentation skills and how well he knew 'the Harcourt Way'. Troy is a great presenter and speaker who I would definitely recommend to others."

–Harcourts Real Estate Group Ltd, National Sales conference

"Troy Hazard recently delivered a fantastic opening keynote for our annual conference. I especially appreciated Troy's message on how it is not 'different for me in my area'. The feedback coming in from our Master Franchisees is overwhelmingly positive and I would highly recommend Troy to any franchisor looking to really ignite and inspire their franchisees to take personal responsibility and create a comprehensive vision for their own success in life and in business."

–Jan-Pro International

"Troy Hazard delivered fantastic opening and closing keynotes at our annual Restoration Retreat and we especially appreciated the wonderful way he authentically connected with our franchisees. His heartfelt stories of succeeding - and failing - in many different businesses created the opportunity for our team to really open up. Several of our franchisees shared that they actually had epiphanies during Troy's sessions. I'd highly recommend Troy to any franchise system interested in creating an opportunity for their franchisees to really dig in and take a look at their businesses and themselves."

–FRSTeam

"Troy Hazard delivered a dynamic, targeted keynote for our franchisees that was a direct hit in terms of the messages we wanted delivered. I was particularly impressed with the seamless way Troy dovetailed key points from my opening session into his keynote and created an overall continuity and cohesiveness that otherwise would not have been there. This was the first time I experienced this level of professionalism and genuine connection to our group from any outside speaker. All this and he was an absolute pleasure to work with every step of the way. Troy is smart, real and authentically cares about the clients he serves. We've had such a great response from our franchisees as well as our sponsor partners, we're considering bringing him back next year! Many of our sponsors have asked me how to go about recruiting Troy to speak at their conferences."

–Roger Murphy, CEO and Founder Murphy Business and Financial Corporation

“We recently had Troy Hazard engage our franchisees in a powerful session and what an impact he had – for all of us! Troy’s extensive franchise experience quickly established solid credibility with our franchisees and opened them up to hear his provocative message loud and clear. He challenged them to examine themselves, their goals and their future and WOW – did they resonate and respond to his session. Fantastic feedback from franchisees continues to roll in and we are so pleased with Troy’s impact and message, we are bringing him back again in October to work with the entire system and creating regular webinars to keep the momentum going between now and then. Troy’s session was an absolute homerun in every way!”

–Ted Marlowe, Vice President, Retail & Franchising, 1-800-Flowers, Franchising

“Troy Hazard recently spoke to the Handee Marts franchisees and the feedback was outstanding. He kept the entire audience thoroughly engaged and his passion for helping our franchisees create a great guest experience for every 7-Eleven customer was literally contagious. The fact that he really understands our business, our market and our customers allowed his message to really land with our franchisees. I have hired many keynote speakers over the years and Troy Hazard was one of the best I’ve ever hired. I would definitely hire Troy again. He’s a solid ‘10!’”

–Bruce Earhart, VP Marketing, Handeemarts, Inc., a 7-Eleven Licensee

“Troy rocked the house! Our franchisees are abuzz about the ideas and tools that Troy engaged them with at our annual conference. I was particularly impressed with how seamlessly he worked the specifics of what we need him to talk about into his presentation. This is the third time that I’ve seen Troy and every time I take away something powerful and new. Troy, you’re amazing. Thanks for all you do to support our system!”

–Greg Archer, CEO, Age Advantage

“Troy Hazard was exactly the right guy, with the right message to support our franchisees at this year’s annual conference. I was genuinely impressed with Troy and his desire to really connect with our franchisees as evidenced by the detailed amount research Troy did to prepare for his session. He had great pace and great stories on the platform and our franchisees were quoting Troy for the rest of the event – always a good sign! The importance of taking responsibility for aligning one’s business with one’s life goals really landed with our group. One word to describe Troy’s session? ‘RELEVANT’ would have to be it. Troy’s core message is exactly what we needed our network to hear. And to top it all off, he was an absolute pleasure to work with!”

–Brian Sanders, President & CEO, i9 Sports

“We recently hired Troy Hazard as a keynote speaker for one of our leading franchise clients. Troy was genuine and not at all canned in his presentation and we were particularly impressed with how well he related to the group. You know the message has landed when franchisees continue to quote the speaker throughout the conference and integrate key takeaways in their own presentations. As professional meeting planners, we also really appreciate how conscientious and easy Troy was to work with.”

–Rose Shifflet, Founder & CEO, Plan Ahead Events Tampa Bay

“Troy was superb to say the least. Both our CEO and our President commented on his excellent points covered, everyone loved the group exercise and overall one of the best motivational speakers we have ever had!”

–Silvia Barerra, Sigue Corporation

“Troy was GREAT! His messages on relationships, vision, accountability and communication were all spot on. We especially appreciated the unique way he quickly built an open connection with our franchisees that solicited the challenges they face in their business and beneficial solutions. We all got a wealth of knowledge out of Troy’s session and a better understanding of what both the franchisees and we at the home office need to focus on to support our entire system. The new foundational understanding built by Troy is our 2012 cornerstone that will allow positive cohesive change! The only thing I would have changed is to have had Troy scheduled for more time! Thanks, Troy!”

–Michelle Hogland, Director of HR and Admin, American Leak Detection

“Troy is a GREAT speaker! I have hired many speakers in my career and Troy Hazard was one of the most polished and professional I have every worked with. His presentation was a direct hit in regards to the message we wanted delivered and our franchisees are already giving him rave reviews on our post-event survey. One of the things that made working with Troy such a pleasure is that he made it easy for us every step of the way -- I appreciate his professionalism and the simple way he took care of what he needed without burdening our staff in any way. He’s a real class act and I look forward to continuing to work with him in the future!”

–Kathleen Huntsman, VP Operations, Doctors Express Franchising, LLC

“We selected Troy Hazard to present to both our Business Consultants and our Broker Owners at this year’s annual convention. Troy expertly crafted a solid platform of tactical, practical business tools that really resonated. What made Troy’s session exceptional was that he then created an opening for everyone in the room to really dig into the fundamental driving inspiration behind ‘why’ we do what we do both as franchisors and as Broker Owners. One evaluation said, “Thanks you so much. It was powerful for me to know that you care enough about our success to bring someone like this in to work with us. Troy’s practical business message for our team was a great investment. The icing on the cake was the very real and authentic delivery of that message. I think that’s why he had such a powerful impact on our group.”

–Paula Young, VP Operations, Coldwell Banker Real Estate, LLC

“Troy Hazard is by far and away the very best convention speaker we have ever had. His session went way beyond my expectations and our franchisees LOVED him! They continued to talk about Troy’s message for the rest of the event and we are still hearing about how great they thought he was. The thing that impressed me the most was Troy’s extensive preparation. The effort that he put forth to really understand our culture and the objectives we set for the conference and the coming year was fantastic. He met and connected with our franchisees beforehand and participated in our opening night reception which genuinely connected him to our team. And his closing message, “Change or Die” could not have been more perfect! Troy Hazard is as talented, prepared and professional as any speaker I’ve ever worked with. If you looking for a sure thing, Troy Hazard is it!”

–Bob Bingham, President & CEO, The Little Gym International

“The goal for our 2011 convention was to bring our franchisees new and better tools to create more profitable businesses and address the periodic disconnect between the Zor and the Zees. With SPEAK!’s help, we selected Troy Hazard as our opening keynote. Troy delivered exactly the message we needed and helped plant seeds that really opened everyone up for 3 days of positive, constructive thinking – our core staff included! Troy is a fantastic communicator and master facilitator – the speed with which he got our franchisees engaged and involved was truly impressive. Our franchisees continued to talk about and integrate Troy’s key message on ‘Change’ throughout the rest of the conference and went home with an action list of things to implement and achieve in their businesses. We couldn’t have found a better speaker to support our franchisees and accelerate the success of our convention.”

–Bill Palmer, President & CEO, American Leak Detection

“This is the second time we have used Troy Hazard as our convention keynote speaker and he knocked it out of the park for us - again! Starting our convention with Troy’s session really set the stage for an incredibly successful event. Knowing our system from his previous work with us allowed Troy to reinforce and expand on the ideas he presented previously and still add fresh ideas that were exactly the right message for our system at the right time. Once again, Troy created real unity and openness in the room and reinforced our conference theme of “Better Together” in everything he did. Our franchisee loved him and instead of pointing the finger at someone else, I had several come up to me and share ideas of what they could do better to improve their businesses. Troy was a huge part in helping us create a fantastically successful event yet again – Thanks Troy!”

–**Bill Sims, CEO, Steamatic, Inc.**

“Without a doubt, Troy was the highlight of our franchise conference as voted on by our franchisees. His presentation was not only very useful, but entertaining as well. Almost two years later, we still refer to keys points he made during his workshop in our one-on-one and group calls.”

–**Greg Archer, CEO, Age Advantage HCF, Inc.**

“Troy Hazard was our keynote speaker for this year’s convention and he earned full ‘10’s’ across the board! There is not one thing I would change about our experience of working with Troy. He was extremely well prepared and his unique pre-program process left us feeling 100% confident that he would nail it and nail it he did. Our franchisees have been flooding us with praise saying this was by far the very best convention they have ever had and much of that was due to the great way that Troy closed the event off for us. A common comment was how refreshing it was to have someone connect directly to them with nothing but a couple of flip charts and a passionate, relative, memorable message that was applicable to their businesses. Many thanks to Troy for a great job to and to Katrina and the SPEAK! team ([FranchiseSpeakers.com](https://www.franchisespeakers.com)) for making this happen!”

–**Chris Buitron, VP Marketing, Senior Helpers Franchising**

“Troy Hazard was the keynote speaker for our annual Spring Meeting and if I had to use one word to describe his presentation, it would be “AWESOME”! He invested an impressive amount of time understanding our culture and carefully customized his presentation to meet our desired learning objectives. And it showed! We had attendees quoting back Troy’s message to me the following day confirming that his message was both relevant and memorable. And from a logistics standpoint, he could not have been easier to work with. If you have a franchise audience and are looking for a speaker who understands franchising inside and out, does his homework, customizes and blends key messages with relevant antidotes, and is a dream to work with, I recommend Troy wholeheartedly!”

–**Karen Cady, Conference & Event Director, FranNet**