

Nick Sarillo

"Purpose-Driven Culture," Entrepreneur, and Author

Please contact a GDA agent for information.

Topics

- Activism / Philanthropy / Civic Engagement
- Business
- Corporate Culture & Governance
- Customer Relations
- Entrepreneur
- Leadership

About Nick Sarillo

Nick Sarillo is the founder and CEO of Nick's Pizza & Pub and Nick's University. Founded in 1995, [Nick's Pizza & Pub](#) is one of the top ten busiest independent pizza companies in per-store sales in the United States. Nick's Pizza & Pub has margins nearly twice that of the average pizza restaurant. In an industry in which the average annual turnover rate is more than 150 percent, Nick's Pizza and Pub boasts a less than 25 percent employee turnover rate. Incredible when you consider 70 percent or more of his employees are under the age of 25! [Nick's University](#) offers hands-on experiential learning, one and two-day classes, as well as online training courses. Nick is an active member of the Conscious Capitalism and Small Giants Communities.

Prior to founding Nick's Pizza and Pub, Nick worked in the construction business. He worked as a union carpenter and then a general contractor. For 11 years, he owned a custom home building company.

Nick credits his company's success to his purpose-driven culture, which is the focus of his book, *A Slice of the Pie: How to Build a Big Little Business*. In addition, other authors have heard and traveled to Nick's restaurants to learn and write about his approach to culture, leadership and management. You can find him referenced in:

- *Conscious Capitalism: Liberating the Heroic Spirit of Business* by John Mackey and Raj Sisodia
- *A Lapsed Anarchist's Approach to Building a Great Business* Book by Ari Weinzweig
- [Culture That Rocks: How to Revolutionize Your Company's Culture](#) by Jim Knight

Nick is a two-time Tedx speaker and regularly speaks at meetings and conventions on the topics of business culture, entrepreneurship, leadership and customer loyalty. Past clients include: Ann & Robert H. Lurie Children's Hospital, Club Management Association of America (CMAA), Great Game of Business, Inc Magazine, Business Owners Groups, Vistage, Society of Human Resource Management (SHRM), State Farm Insurance, and the University of Las Vegas.

Nick is rooted within the communities he serves through philanthropic initiatives, including the donation of five percent of all sales to charitable causes. Also, he has coined the phrase *Integral Sustainability* – Nick practices both natural *and* human sustainability. For example, all of his restaurants are built with recycled barn wood. Plus, his operations have processes such as "safe spaces" and "Trust and Track Leadership" that address the mental, emotional and spiritual health of his workplaces and team members.

Nick's restaurants have won the National Restaurant Association/American Express "Good Neighbor Award" four times and have been featured in Chicago Best as "Great Pizza and Company."

Select Keynotes

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

Have you ever tipped your server a \$1000 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 “guests” 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.”

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

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’s 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.

- **Trust & Track Leadership™**

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 & 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. As a result of participating in this program, participants will be able to: ? Implement a “Recognize the positive” (over the wrong or off) behavior to support building and retaining team members. ? Take home coaching tools, such as the “certification feedback loop” form, that they can implement immediately to be a better coach. ? Surrender the old perception of “boss and micro manager” and become a high-performing servant leader operating in an environment of trust and open communication. ? Understand how to make employees feel “accepted, supported, and successful” through onboarding, training and celebrations. Perfect Audience: Entrepreneurs, business owners, association or corporate leaders who believe in their people and want to learn how to inspire their team to achieve more innovation and better fiscal performance. Program Format: 45 - 75 minute keynote.

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

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Select Book Titles

- **2012:** A Slice of the Pie: How to Build a Big Little Business,

Select Articles

- [Lessons From A Blue-Collar Millionaire: How To Deal With A Key Employee Leaving](#)

In 2008, Nick Sarillo’s team at Nick’s Pizza & Pub made the decision to abandon its expansion plans for a third restaurant, and refocus on its existing two.

Select Testimonials

Nick’s title could be Chief Story Teller! By being authentic and vulnerable, the stories and experiences he shares are truly inspiring and thought-provoking. Equally important, he backs up the stories with simple and actionable ways to move forward. The business owners and teams attending Aileron’s LIFT summit walked away with new ideas to evolve their culture, develop their people, and improve their leadership.

— Nicole, Brand Manager, Aileron