

Troy Hazard

Street-smart business leader, bestselling author, franchise expert, and founder of 13 companies

Please contact a GDA agent for information.

Topics

- Business
- Business Growth / Strategy / Trends
- Change Management / Organizational Change
- Entrepreneur
- Leadership
- Thought Leader
- Virtual

About Troy Hazard

There are theory specialists and then there are those who have been there. Drawing from a lifetime of innovative, real life experience, Hazard now shares with businesses his powerful Lessons from the Edge.

There are few situations in the business world that Troy Hazard has not experienced and survived – from massive financial loss to stunning success. The core business for the entrepreneurial genius, that has founded and nurtured thirteen businesses, has been as consultant to some of the worlds leading brands.

Through his business career he has owned a diverse range of businesses including a recording studio, an advertising agency, a pizza restaurant, real estate brokerage, property development company, leading franchise consulting business, and a technology business. More recently he became a shareholder and chairman of the board of the world's fastest growing retail and service [pool business](#) with 1,500 employees, 160 retail stores and 600+ mobile service units working in 3 countries.

He has also hosted the hit Australian National Nine Network TV program ['Don't Come Monday'](#), and his own business talk show ['Gettin' Down 2 Business'](#) on the [BizTV Network](#) in the USA broadcasting into 30 Million television homes. Troy is also a regular guest Co-Host on ['The Big Biz Show'](#), on the BizTV Network and the [YTA Network](#) into 80 million homes, and simulcast on the CBS Talk Radio Network and the Business Talk Radio Network broadcasting to 1.5 million radio listeners each week.

Troy's experiences in the business world have allowed him valuable insight into the workings of organizations and the minds of customers. Insight he shares as a [speaker](#), best-selling [author](#) and seasoned Television Host.

Select Keynotes

- **5 Business Rules You Should Break**

For years we've lived by a number of standard business rules, but as the landscape of business changes, so to do the rules.

In this program, Troy will show you the 5 business rules you knew and lived by, but that you should now be breaking:

1. Growth is Good: Not all *new* business is good business. After a period of fast growth in one of our businesses, I analyzed our \$6 million client base and realized 60% of our clients weren't profitable and, incidentally, it was the same 60% of our clients that we didn't like, respect or trust. We bought the clients on too quickly and as a result, they were a poor cultural fit for the business.

2. Cash is king – Cash is not king. Cash FLOW is king. It's easy to chew up money that you *have* by not watching the money you *don't* have. For example, you might think you have the cash to grow, but do you have the *cash flow* to fund the impact of that growth. Your investment in resources, product, marketing etc will always be ahead of your cash receivables curve.

3. Plan to succeed – In a world of faster, better, now, we need to be more agile in business to compete. Open the doors to your business, and print the business cards later. Call the client with the offer, refine the pitch on the feedback. Failure to launch is guaranteed failure.



4. The customer is always right - With access to the internet, the customer now perceives they are informed, but the information they bring to the table may not always be right. Our challenge is to not be subservient to them, nor to correct them, but more to *guide* them to the right solutions.

5. Social media is the way of the future – Contrary to popular belief, social media is not *the* game changer, it's just another tool you need to be mindful of, like radio was in the 20's, television was in the 40's, color television in the 60's the internet in the 90's. The key to understanding the 'way of the future', is to be aware of all of the elements that impact it.

- **Future-Proofing Your Business - Real Life Strategies to Prepare Your Business for Tomorrow, Today**

Troy Hazard had bought, grown and sold more companies before his 40th birthday than some business people would even consider in a lifetime. Through his businesses and working as a consultant for some of the world's biggest brands Troy has learned the lessons on how to predict issues in business before you need to experience them. Troy will step you through a process to identify if you are driving your business into the future or into the ground and reveal how to see your own blind spots to lay the foundation for tomorrow's successes.

- **Purpose Passion People Profits - Guiding Your Business with Clarity and Vision to a More Profitable Future!**

In recent years everyone has been looking for that 'one thing' that will show them to the path out of the gloom and into the boom! Serial entrepreneur Troy Hazard believes the answer is not found in something you seek, but more in something you already have and may have forgotten. In this keynote Troy gives you simple steps to the clarity of vision you need to give your business a more purposeful view of the future.

- **Revenue Through Relationships – The 6 Degrees of Unity**

In a world of faster, better, yesterday, Troy will uncover the real reasons why we need to embrace the true emotion of a relationship in business and harness that with the technology we have come to rely on so heavily. He will demonstrate what defines best practices when you are building a relationship marketing program for your business and show you how you can get an effective program started easily.

- **Speed Leading - How to Become a Better Leader Faster**

As a leader of leaders, Troy Hazard will explain why the speed of your personal evolution as a leader has a direct impact on the evolution of your business and those you lead. He will uncover the 4 key character traits that make up a good leader. Troy's presentation delivers real life leadership lessons to improve your skills and to quickly maximize your impact as a more focused leader, faster.

- **Virtual Keynote: Leading Your Business Through The Crisis**

It's no secret, businesses are getting hammered right across the country. So many business owners and leaders are scrambling to find a way to deal with the ever-changing landscape of *how* we can do business.

Like you, Troy Hazard is living it. He is the chairman of the board of a business with 410 franchise territories employing 1,100 people across three countries, that operate 160 retail stores, and over 600 mobile service units. Right now, he is working with the leadership team in the business making daily decisions to keep these families employed, and as safe as they can be.

In this program Troy will share some of the strategic plans he and the team are putting into place *right now!* How they are managing the daily update to the strategy, and how some of those disciplines, habits and behaviors can apply to your business.

Following his presentation, he will take questions from your leadership so he can drill into the *specific* needs of your business, in your industry, in your County. Things you can do *right now* to influence your outcome in your business and ride out the storm.

Then, we'll open up the conversation to your participants' questions. To talk about the things that are keeping them up at night, and the things that are close to their hearts and minds.

This is not a keynote, this is not a 'program', this is a **highly customized interactive fireside chat** with a serial entrepreneur that has owned 13 companies over 30 years and has taken the rollercoaster through 4 significant economic corrections in his businesses. So, expect to hear the up close and personal stories of the good, the bad, and the ugly as we all learn from the past, apply it to the present, to protect the future.

In this virtual experience your participants' will learn the 6 key steps to lead their business through this crisis.

1. **The TREND is your friend** – Right now, life in general is a moving target, but as business leaders it's our job to pick the trend. Troy will teach you how to pick it quickly and efficiently.
2. **Create consumer and employee confidence NOW** - Have consumers ready to buy even if the reopen date in your industry or County is delayed. You will learn how proactive actions instill a calmness in your consumer, and your team.
3. **Up-skill your team for the upswing** – There will be a resurgence in the economy and history will tell us it will happen quickly. Will your team be trained and ready for that? Troy will share how he is keeping his team sharp, for the economic shift.
4. **Have everything fight its way BACK into the strategy** – No doubt in recent weeks you've been very closely monitoring your cash flow, and your budgets for the year – and for sure they have changed. Troy will share his process to create a *rolling review* of your strategy to adapt with the changing landscape.

5. **Countdown to a kickoff** – He will share his unique discipline to manage all of the things you need to do to reopen, so you have focus, and don't paralyze yourself in the process.
6. **Rhythm + Routine** – Right now, your consistency as a leader is more important than ever. If your team sees fear and chaos in your actions, they too will panic. Learn how to set meaningful interactions with your team so they do not lose 'mental momentum' through this time.

Here's an overview of this unique virtual experience - <https://vimeo.com/410778650>

What clients are saying about Troy's virtual experience...

"Troy delivered his virtual experience to our group of franchisors with amazing impact. Immediately after the event I had people emailing me to say thank you for such great relevant information. Troy had their attention from start to finish. His leadership insights were spot on, especially the real-life examples of what our franchisors could do in their business TODAY to navigate this crisis. Outstanding!"

Brian Schnell, Partner, Faegre Drinker

"Troy's unique approach to a virtual meeting was both timely, and highly informative. In a time of so much uncertainty, our owners appreciated the opportunity to learn tactics they can implement today to help them prepare their businesses for success post-pandemic. I could almost hear them taking notes! This was not just a keynote, this was a highly engaging event that was just what our owners needed."

Stephanie Richmond, Sr VP of Human Resources, Papa Murphy's International

Select Book Titles

- **2017:** Future-Proofing Your Business: Real Life Strategies to Prepare Your Business for Tomorrow, Today
- **2010:** Future-Proofing Your Business
- **2008:** The Naked Entrepreneur

Select Testimonials

"Troy closed our meeting and he was fantastic! He brought everything together in a seamless way. We can't wait to bring him back for more."

– *7-Eleven, USA*

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– *Brian Schnell, Partner, Faegre Drinker*

"Outstanding content, highly relevant to the audience. The perfect balance of business and motivation."

– *Choice Hotels*

"A great contribution to our program, poignant, entertaining and on point."

– *Maaco Franchising Inc.*

'As a leading global peer to peer CEO networking group, we are extremely diligent with our speaker selection for our member events, in particular in a virtual environment. Troy Hazard not only brought outstanding content, he also demonstrated amazing talent in delivering it on a virtual platform. His interaction with our members throughout the event was relevant, respectful of their needs, and robust in its application to their businesses today. Even before the event was over, we were being asked when we'd have him back again'

– *Michelle Poscente, Founder and CEO, Global Leaders Organization*

"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."

– *President & CEO, The Little Gym International*

"An exceptional keynote speaker, he turned an excellent conference into a memorable experience."

– *Project Management Institute, USA*

"Awesome... Fabulous... Huge Success... Overwhelmingly Great!... This is how I'd describe Troy Hazard's recent keynote to our franchisees"

– *Senior Director of Marketing TBC Group / Big O Tires*

"Troy's unique approach to a virtual meeting was both timely, and highly informative. In a time of so much uncertainty, our owners appreciated the opportunity to learn tactics they can implement today to help them prepare their businesses for success post-pandemic. I could almost hear them taking notes! This was not just a keynote, this was a highly engaging event that was just what our owners needed."

– *Stephanie Richmond, Sr VP of Human Resources, Papa Murphy's International*

Troy expertly crafted a solid platform of tactical, practical business tools that really resonated. 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."

– *VP Operations, Coldwell Banker Real Estate*