

MICHEL FALCON

Keynote Speaker, Bestselling Author,
& Hospitality Entrepreneur

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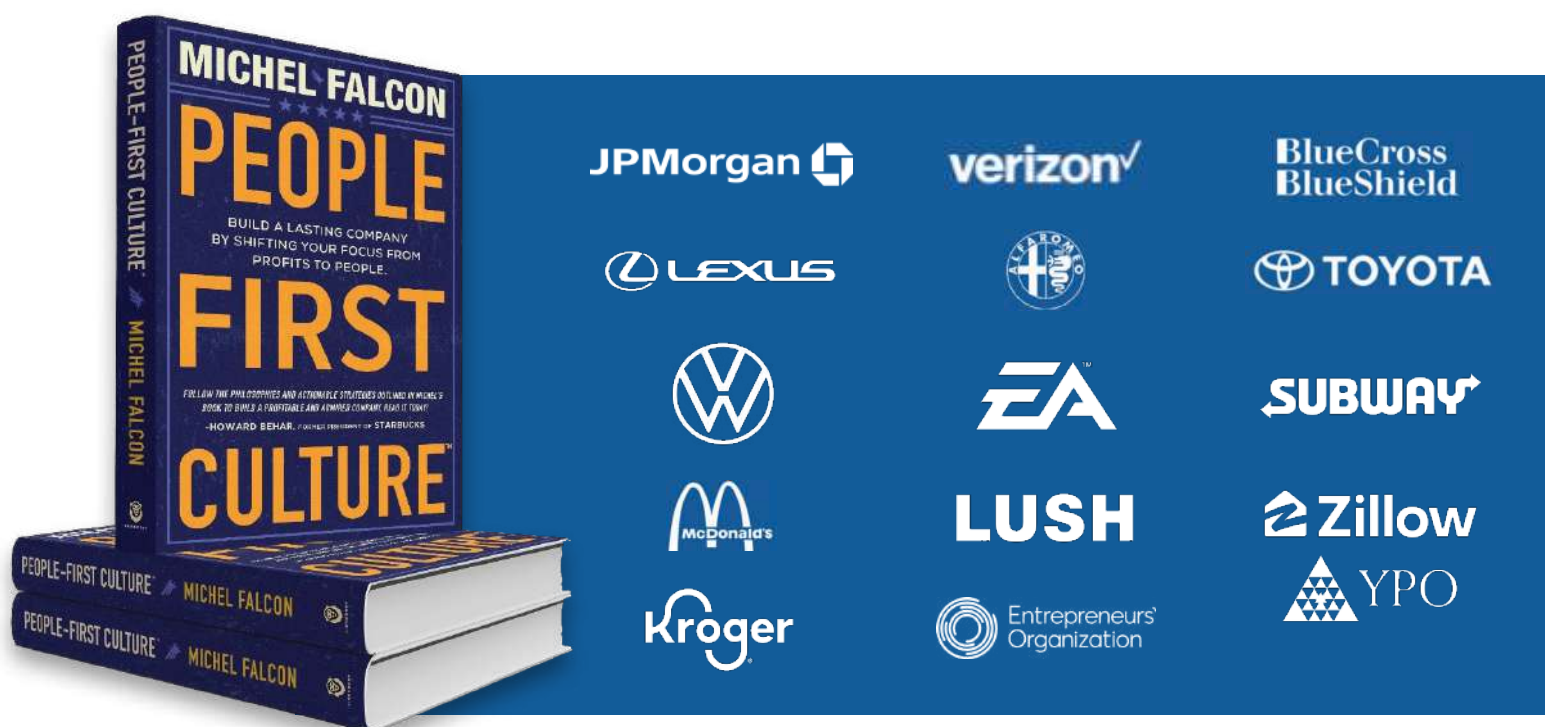
Michel Falcon is a proven professional and seasoned operator of businesses, leader of hundreds of employees in multiple countries, and designer of remarkable customer experiences and workplaces.

With nearly 15 years of real-world experience, working with some of the most recognizable companies in the world and research to match, Michel can confidently speak to audiences of all sizes, industries, and associations.

Michel's keynotes and presentations have positively impacted and created great change within companies like Verizon Wireless, BlueCross BlueShield, JP Morgan Chase, Lexus, and many, many more.

Whether it's the conference opening keynote or one to close the event, Michel brings actionable strategies, storytelling, and humor to leave audiences engaged and inspired to return to their places of work.

All downloadable bureau-friendly content can be found [here](#).



Speaker Highlight Reel



Short Bio

With 15 years of experience building his own companies, consulting for some of the largest, and writing a bestselling book, Michel has the real-world experience to share what exactly makes high-performing teams, how to design and deliver never-seen-before customer experiences and build thriving companies in any market.

Michel is invited to speak on stages around the world. From Toronto and New York to Riyadh and Melbourne, he will bring new energy to any event, leaving the audience with ideas they can apply within their organizations and teams instantly.



Full Bio

Michel wrote the book about building people-first cultures. Literally.

Michel Falcon is a restaurant and hospitality entrepreneur, international keynote speaker, and bestselling author.

He leverages his People-First Culture philosophy to create customer experience, employee engagement, and company culture strategies to grow his own businesses and high-performing teams.

He is invited to conferences as a keynote speaker, workshop educator, and as an advisor to some of the world's most recognizable companies like Subway, TD Bank, Verizon Wireless, McDonald's, Lexus, JP Morgan Chase, Electronic Arts, and many others.

Michel is selected by these reputable brands because he doesn't just discuss theory. He is a practitioner, entrepreneur, and leader of teams who deploys the same strategies he discusses in his book, on stages, and on podcasts.

Michel is the author of the best-selling book, *People-First Culture: Build a Lasting Business by Shifting Your Focus from Profits to People*. Howard Behar, the former President of Starbucks, said, "Follow the philosophies and actionable strategies outlined in Michel's book to build a profitable and admired company. Read it today!"

In 2016, Michel and his business partners owned and operated a portfolio of restaurants and venues in downtown Toronto. These venues grew to earn tens of millions of dollars in profitable revenue with more than two hundred employees in less than two years.

In 2018, Michel was hired by McDonald's Canada to be their spokesperson for their National Hiring Day campaign.

In 2021, Michel ventured off on his own to start Brasa Peruvian Kitchen, a fast-casual restaurant concept. Today, they have multiple locations in Canada and the U.S. His restaurant company has guest and employee satisfaction rates 3x industry averages, leading to great profits for the organization.

Michel In the Media

- [The Peruvian Cava: how Michel Falcon is working to build a scalable Peruvian fast-casual restaurant](#)
- [The fascinating story of how a former junk removal call center employee is now a 33-year-old adviser to billion dollar brands](#)
- [How salary transparency could address the gender pay gap](#)



Speaker Highlight Reel



A photograph of Michel Falcon, a man with glasses and a dark jacket, speaking at a podium. He is holding a microphone and gesturing with his hands. The background is dark with red lighting and the word 'FESTIVAL' is visible in large, stylized letters.

Leadership & Employee Performance

Hardwiring Performance: How to Create a Culture of Excellence and Ownership.

In today's rapidly changing workplace, there is a delicate balance between employee performance, leadership, and labor market conditions. Although challenging, being able to thread this needle will earn any company a leading position; one that leads today and tomorrow. Michel Falcon has the strategies to make this all come together for any company, in any industry.

Having a robust strategic system for listening at all levels of the company, building new age initiatives, and appropriately measuring performance are needed to earn this sought-after balance.

In this insightful and evidence-based keynote presentation, Michel Falcon shares the performance and leadership data, relatable lessons from some of the world's most admired companies, and initiatives that he uses within his own businesses.

He will present actionable strategies like his layers of leadership, traffic light model, and talent density in an interactive way. After the presentation, attendees will feel equipped with ways to lead authentically and drive sustainable employee performance improvements to positively influence their teams and peers. Michel's traffic light method has helped him achieve extraordinary results in his business, like net profit levels higher than industry standards and very low employee turnover rates.

By welcoming Michel to your event, audiences will learn:

- » Ways to build unique organizational charts with leaders throughout the entire organization.
- » How Michel implements a weekly cadence of performance management review using his traffic light model.
- » Effective ways to communicate across teams that inspire and align.
- » Affordable and actionable ways to build and lead stronger teams to maximize performance.



Anthony Partipilo

Managing Director,
Strategy & Business Optimization CIBC

“During his keynote, Michel introduced us to what he refers to as “creating micro customer experiences.” The concept of micro experiences became a part of the theme of our meeting after Michel's engagement. Michel's keynote was well received by our team and I look forward to learning more of his concepts.



Customer Experience & Customer Service

The Unfair Experience: Creating World-Class Customer Service that is so Good, it Seems Like You're Cheating

There is one factor that separates industry-leading companies from those that we've never heard of before. That factor is the deep connection they have with their customers. And while most know that this is true, very few know how to achieve this level of trust and admiration. Michel Falcon has the answer.

Michel Falcon is an industry-leading CEO, researcher of the highest-performing leaders, and creator of the Unfair Advantage; an actionable system that enables leaders of all levels to build deeper connections with those they serve, boost responses and ratings from their customers, and reach heights they never thought to be achievable.

In this high-energy keynote presentation, Michel Falcon will share his actionable strategies, ones like micro customer experiences, superior SLAs, and the three customer personality types. These strategies will help any company create a customer-obsessed company culture. Michel will share his experiences of working with some of the most recognizable companies in the world and from his own hospitality organization.

By welcoming Michel to your event, audiences will learn:

- » How to seamlessly integrate tactical customer experience strategies within the company.
- » Increase customer loyalty, brand admiration, and improve business performance through superior service levels.
- » Effective ways to have the entire organization become focused on becoming customer-focused.
- » Plus, more actionable and cost-friendly strategies.



Audrey Stone

Vice President
Experience Training -
JP Morgan Chase

“ We hired Michel to join our regional conference to share his innovative customer and employee strategies with our team. He was the highest rated speaker during our conference.

Company Culture

People-First Culture 2030: Developing Teams, Experiences, and Brands of Tomorrow

There is one factor that sets companies that win the best awards, experience the highest level of performance from their teams, and foster the best places for their people to work apart from the rest. They deeply understand how to embody a People-First Culture.

Michel Falcon wrote the book on building People-First Cultures. By understanding the 3P Strategy, audiences learn and decode the relationship between Purpose, Process, and Profit as they navigate the increasing complexity of the world around them. This strategy enables a shift from worry and apprehension about the future of work to a sense of ease as they can build deeper connections, establish trust and safety, and enable their teams to be the best versions of themselves because they want to be, not because they feel like they have to be.

With his latest strategies, research, and evidence-based initiatives, he is sharing this leading message with his audiences to help them grow into the future. For nearly two decades, Michel has been studying what makes customers, employees, and communities revere organizations. Michel's keynote promises to deliver paradigm-shifting ideas and actionable strategies that any audience can implement within their organization. These examples have been tried, tested, and are true because of Michel's own experience building companies in the fiercely competitive hospitality and restaurant industry.

By welcoming Michel to your event, audiences will learn:

- » Never-seen-before initiatives to engage teams and deliver world-class customer experiences to influence economic performance.
- » How to create a People-First Culture and embed a 3P Strategy into the company.
- » Examples from non-competing industries that the organization can use as an inspiration to build into the future.



Rick Webber
CEO

CBC Federal Credit Union

“ We have hired Michel twice to be our keynote speaker for our annual events. Every time, Michel comes with new, actionable and thought provoking strategies for us to use within our business.

The necessary audiovisual equipment required is listed below:

- » Ability to project the speaker's presentation.
- » Remote presentation clicker.
- » Lavalier microphone.
- » Confidence monitors with timer counting down the minutes and seconds of the presentation.
- » Any stage furniture such as podiums, chairs, stools etc. should be removed from the front side of the stage.
- » If the presentation is before or near lunch or dinner service, it is preferred that all dishes are removed prior to the presentation.

Rates

Travel buy-out \$2,000 (local currency)
25% commissionable rate

In-person

- US: \$20,000 USD
- Canada: \$12,500 CAD
- International: \$25,000+ USD
- Flight, accommodations, and ground Transportation

Virtual

- US: \$10,000 USD
- Canada: \$7,500 CAD
- International: \$10,000+ USD

Introduction

When companies like Verizon Wireless, JP Morgan Chase, McDonald's, Lexus and other globally recognizable brands want to improve their employee performance, company culture, and customer experience they bring in today's speaker, Michel Falcon.

Michel has spent nearly 15 years studying what really engages employees to reach their potential and how customers grow to revere the companies they do business with. Michel is the author of the bestselling book *People-First Culture: Build a Lasting Business by Shifting Your Focus from Profits to People*. One of the reasons we invited Michel today is not just because he's an expert but he's also a practitioner building his own hospitality business and a leader of employees.

Everyone, please welcome Michel Falcon.