

# KEYNOTES

## ***FUN Makes Great Things Happen***

### **Why Joy, Energy, and Purpose Are Your Brand's Ultimate Power Tools**

This high-energy keynote flips the script on workplace fun—not as fluff, but as the fuel behind performance, retention, and unforgettable guest experiences. Dustin shares lessons from the circus, the golden arches, and the frontlines to show how fun, when done right, becomes your brand's biggest competitive edge.

#### ***Audience Takeaways:***

- ✓ Redefine FUN: Learn why fun is essential, not optional, for thriving cultures.
  - ✓ The 15% Club: Meet the frontline magic-makers who make fun their superpower.
  - ✓ The FUN Audit: Diagnose and amplify your team's energy, purpose, and joy.
  - ✓ Culture + Consistency: Build a workplace where fun and excellence coexist
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## ***Culture That Can't Be Copied***

### **Why Your People—Not Your Product—Are Your Competitive Edge**

Your product can be copied, but your culture can't. This keynote shows leaders how to build a team culture that's authentic, energized, and becomes the brand itself. Dustin reveals how to turn your workplace into a performance where every moment is an opportunity to create loyalty and pride.

#### ***Audience Takeaways:***

- ✓ Build a frontline culture that shows up with energy—not just compliance
  - ✓ Turn your best team members into culture carriers who influence from the inside
  - ✓ Design moments, language, and rituals that make your workplace unforgettable
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## ***The Showtime Mindset***

### **What the circus taught me about unforgettable service and standout leadership**

This keynote reveals how circus principles like presence, energy, and intentionality can transform hospitality into a powerful performance. Dustin shares how showing up with purpose—on stage or on shift—creates the kind of guest experience people never forget.

#### ***Audience Takeaways:***

- ✓ Transform "tasks" into "moments" that connect emotionally and build brand loyalty
- ✓ Train like a performer: Show up sharp, confident, and fully present—on and off the floor
- ✓ Lead the energy in the room (even when you're exhausted) by modeling intentional presence

# WORKSHOPS

## ***FUN Makes Great Things Happen***

### **Build a Brand That Walks, Talks, & Performs**

This interactive, high-energy workshop helps teams unlock bold authenticity, sharpen executive presence, and lead with magnetic confidence. Blending real-time coaching with performance-based tools, Dustin helps participants show up louder, prouder, and more aligned with the brand they represent.

### ***Audience Takeaways:***

- ✓ A redefined personal brand that stands out—on stage and off.
  - ✓ A mindset shift that fuels performance, purpose, and connection.
  - ✓ Tools to amplify executive presence and inspire trust.
  - ✓ A deeper understanding of how showing up fully impacts customer loyalty and team culture.
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