

Culture That Can't Be Copied

KEYNOTE DESCRIPTION

Let's face it—your product isn't what sets you apart. Your people are.

In a world where brands can duplicate your recipes, signage, and systems overnight, the only thing they can't replicate is the culture your team lives and breathes every day. The way they show up. The way they make guests feel. The pride behind the counter and the energy on the floor.

This keynote is a wake-up call (and a playbook) for leaders who want to build a workplace so authentic, fun, and fired-up, it becomes the brand.

Because culture isn't something you install. It's something you perform.

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

CLIENT TESTIMONIAL

“Having someone with Dustin's background is unique. There are so many people, the athlete, the coaches, we've all seen them. I've seen dozens of them and don't remember what a single one of them have said. But I will not forget this clown and his story. If you are looking to have people walking away with something that they retain... DUSTIN'S YOUR GUY!”

Tal Zlotnitsky, CEO & Podcast Host

