

FUN Makes Great Things Happen

KEYNOTE DESCRIPTION

This isn't about ping-pong tables or pizza parties. This is about unlocking the kind of fun that fuels performance, transforms culture, and keeps people coming back—for more shifts and more visits.

In this high-energy, story-packed keynote, Dustin Portillo delivers a bold message for today's hospitality leaders: Fun is not fluff. It's a force.

Drawing from his journey as a circus performer, Ronald McDonald, and executive leader for one of McDonald's top franchise groups, Dustin shares the powerful connection between fun, performance, and guest experience. He equips teams and leaders with the tools to reconnect with their purpose, reignite their energy, and create unforgettable moments that drive loyalty from the inside out.

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.



CLIENT TESTIMONIAL

“This wasn't your typical keynote. Dustin made us feel what fun can do for a team. We laughed, we reflected, and we walked away with real ways to bring more energy and heart into our day-to-day. It shifted how we show up.”

Chris L., Multi-Unit Manager