



# Nick Sarillo

ENTREPRENEUR, SPEAKER & AUTHOR

## Trust & Track Leadership™

### A Proven Method For Achieving Purpose And Profitability

Today's ever-changing business environment requires a new type of leader to be more effective in the way we communicate and develop our people. In this session, be inspired to shift from the dated command-and-control style of leadership and join the Trust and Track Leadership™ movement. The restaurant industry is known for having 150-200 percent employee turnover rates. With almost 200 team members, Nick's Pizza & Pub maintains less than a 25 percent turnover annually. How can that be? Being a Trust and Track Leader means operating in an environment of trust and having the ability to lead company culture, not just tell people what to do. Using real life experiences, Nick shares how to create a meaningful place to work where leaders are coaches that build and inspire their team.

As a result of participating in this program, participants will be able to:

- Implement a "Recognize the positive" (over the wrong or off) behavior to support building and retaining team members.
- Take home coaching tools, such as the "certification feedback loop" form, that they can implement immediately to be a better coach.
- Surrender the old perception of "boss and micro manager" and become a high-performing servant leader operating in an environment of trust and open communication.
- Understand how to make employees feel "accepted, supported, and successful" through onboarding, training and celebrations.

**Perfect Audience:** Entrepreneurs, business owners, association or corporate leaders who believe in their people and want to learn how to inspire their team to achieve more innovation and better fiscal performance.

**Program Format:** 45 - 75 minute keynote. (For something different, please note that Nick does offer a full day customized University program that includes sessions with his leadership team and time in his restaurants.)



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**About Nick Sarillo:** Nick Sarillo is the founder, CEO and “primary keeper” of the Purpose and Operational Values of Nick’s Pizza & Pub – one of the top ten busiest independent pizza companies in per-store sales in the United States. Founded with the purpose of providing the community with an unforgettable place where families could relax and have fun, Nick’s Pizza & Pub has margins nearly twice that of the average pizza restaurant and boasts more than a 75 percent employee retention rate in an industry in which the average annual turnover is more than 150 percent. Nick credits his company’s success to his purpose-driven culture, which is the focus of his book, *A Slice of the Pie: How to Build a Big Little Business* (Portfolio; 2012). His insights have been featured in *Inc.*, *The New York Times*, *The Economist*, *Fast Company*, *Entrepreneur* and *Investor’s Business Daily*.

*“We were thrilled to feature Nick Sarillo as a presenter to over 100 Ann & Robert H. Lurie Children’s Hospital of Chicago leaders. He quickly connected with our leaders through his genuine and powerful storytelling style. Nick provided practical, relevant and thought-provoking tools which included his Trust and Track™ process. In addition, Nick shared with our leaders his proven methods to improve team retention, productivity and customer service. Most gratifying was to hear from a number of our leaders having implemented those tools within their teams.”*

Cynthia Riehman  
Director Leadership & Organizational Development  
Ann & Robert H. Lurie Children’s Hospital of Chicago

*“Nick was a pleasure to work with...It was refreshing to see his approach and how he as a business owner uses the material in his business every day; and, real life examples of how these cultural principles can effect change and success...Within 30 minutes of the close of our second day, I had employees utilizing and embracing the tools we had learned. I look forward to leading my team through the transformation this will have on our culture and our business.”*

Ryan Doerr  
General Manager  
River Club of Mequon