

SPARK A REVOLUTION



DAVID
SALYERS

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PRESS KIT

SPEAKER, AUTHOR & BUSINESS COACH

*Original Chick-fil-A Marketing Executive and
Chick-fil-A Pioneer*

davidgsalyers.com

About David

BIOGRAPHY

David Salyers was one of the original two marketing executives at Chick-fil-A. He spent 37 years in the Chick-fil-A Marketing Department and most recently served as a Vice President. Having worked at Chick-fil-A for most of his career, he saw the principles of servant leadership and compassion play out in the growth of more than 2,300 Chick-fil-A restaurants around the country. David is now using his expertise and passion to spark the growth of individuals, teams, and organizations. He serves as a board member for numerous organizations and has helped launch several startups and nonprofits. Notably, David is a Founding Partner of Roam, a shared workspace that is on a mission to Make Work Matter.

In 2018 David founded Spark a Revolution, where he and his team help companies create a competitive advantage by building remarkable cultures and brands, and co-wrote his book, Remarkable!, to impart leadership lessons that transform workplace culture.

David is known for his marketing mind, servant's heart, entrepreneurial spirit, and his ability to intuitively see what others and organizations could be rather than simply what they currently are.



About David

EXTENDED BIOGRAPHY

David Salyers was one of the original two marketing executives at Chick-fil-A. He spent 37 years in the Chick-fil-A Marketing Department and most recently served as a Vice President. Having worked at Chick-fil-A for most of his career, he saw the principles of servant leadership and compassion play out in the growth of more than 2,300 Chick-fil-A restaurants around the country. David invested his entire career working in and helping to build a culture only to be described as remarkable, and is now using his expertise and passion to spark the growth of individuals, teams, and organizations.

David attended Wake Forest University, the Universidad de Madrid (Madrid, Spain), and graduated from the University of Georgia. He is an alumnus of the Harvard Business School (AMP166). David serves as a board member for numerous organizations and has helped launch several startups and nonprofits, including:

- Co-Founder, Champion Tribes
- Founding Partner and Board Member, ROAM
- Partner and Board Member, ADDO Worldwide
- Partner and Board Member, The HUB
- Board Member, SouthState Bank (NSDQ: SSB)
- Board of Directors, fab'rik
- Board of Directors, REEL Experiences
- Board of Directors, reThink
- Original Director and Former Chairman of the Board, Eagle Ranch, Inc.

David has been an enthusiastic supporter of the University of Georgia's Terry College's Institute for Leadership Advancement. He spearheaded a \$1.2M campaign to raise endowment funds for ILA in honor of one of his principal mentors, Chick-fil-A founder, S.Truett Cathy. He is also a member of the Terry Dean's Advisory Council. In 2017, David was awarded the University of Georgia Terry College of Business Distinguished Alumni Award.

Throughout his career, David has had a passion to serve leaders who are equally committed to building Remarkable brands and culture. He intuitively sees the potential in others and organizations and what could be rather than simply what they currently are. After participating in the extraordinary success of Chick-fil-A, David realized the business principles used to catapult that organization can work anytime and anywhere...no matter the size of the team or company. So, in 2018, David founded Spark a Revolution, where he and his team help companies create a competitive advantage by building remarkable cultures and brands.

His book, Remarkable!, which he co-wrote with Dr. Randy Ross, imparts leadership lessons that can transform workplace culture. David is on a mission to Spark a Revolution of brands more defined by meaning than money, brands that achieve success in a manner that redefines it.

Headshots & Video

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Speaking & Hosting

David is a dynamic communicator who is as equally inspiring as he is engaging. Your organization will never be the same.

Whether it's giving a keynote or serving as a business coach for your organization, David is an expert at diving into important topics with a clear, yet intentional attitude. His life experience and storytelling ability will appeal to everyone in your audience. David's availability is limited, but he would love to make time for your organization.

BOOK DAVID



Spark a Revolution

IDENTIFY YOUR BRAND'S COMPETITIVE ADVANTAGE AND TRANSFORM YOUR BUSINESS FROM THE INSIDE OUT.

What organization doesn't want to create more sales? But truly remarkable organizations aren't focused on increasing sales, they're focused on creating raving fans. Raving fans are people who 1) are happy to pay full price, 2) come more often and 3) tell other people about your organization. In this talk, former chick-fil-a marketing vp david salyers recounts chick-fil-a's biggest successes and shares the principles and strategies behind those successes that you can use to connect deeply with customers, who ultimately demand and fund your business growth.





DAVID'S MOST REQUESTED TALKS

Remarkable

BECOMING THE MEANINGFUL BUSINESS YOUR EMPLOYEES & CUSTOMERS ARE LOOKING FOR

You may be surprised to learn that 80% of what chick-fil-a does is exactly the same as what their competitors do. But 20% is dramatically different – and it's what sets chick-fil-a apart as a remarkable organization. A business worth "remarking" about that drives incredible results for their customers, employees, and stakeholders alike. What if you could take a deep dive into understanding that 20% in order to help your organization create your own, unique 20% that will help you get 100% better results? In other words, what if we could truly understand what makes certain businesses "remarkable" and apply those principles to our own organizations? In this signature talk, david salyers powerfully does just that. Exploring key themes on culture, values, and mission, "remarkable" is an engaging and memorable talk that has the potential to impact you and your organization to the very core.

Second Mile Service

CREATING A SERVICE-CENTRIC ENVIRONMENT THROUGH THE POWER OF "MOMENT-IZATION"

When businesses consider their customer experience strategy, they often focus on mitigating the negative experiences – making up for the slow service, apologizing for the inconsiderate employee, refunding for the lost order. By focusing only on the problems that need to be fixed, they set the bar at average or, at best, forgettable.

But there's a new approach to customer experience, an approach that focuses on creating memorable positive experiences – "remarkable moments" – instead of just fixing the negative ones. In this compelling talk, David will explore this paradigm shift and challenge the way your organization approaches hospitality and service, sharing about Chick-fil-A's unique "second mile service" strategy. Using moving examples from Chick-fil-A team members across the country, he'll expand on your opportunity to generate incredible ROI through creating daily remarkable moments and will challenge you to see your business as not only an opportunity for monetization, but also for "moment-ization."





DAVID'S MOST REQUESTED TALKS

Revolutionary Dads

ENGAGING IN A REVOLUTIONARY APPROACH TO FATHERHOOD TO PREPARE YOUR CHILDREN FOR A REMARKABLE LIFE.

Think about the moments that make up your life to date. The big moments and the small, the funny and the heartbreaking, the memorable ones and those you'd rather forget. Now think about which moments you would include in your life story – the ones that are not only noteworthy but the ones that are truly defining. The moments that made you who you are today. What David, a father of three, realized is that he didn't want to just be a part of his kids' most important moments – he wanted to play an active role in shaping them. Rather than be a spectator, David desired to be a co-author of his childrens' life stories. Through a powerful experience at a neighbor's bar mitzvah, David realized one way to do this was by crafting a key milestone experience for his sons that would transition them to, and prepare them for adulthood – a program that became what's now known as Champion Tribes. In "Revolutionary Dads," David explores the principles behind Champion Tribes as well as lessons that all fathers can learn from and be inspired by. He shares about the importance of blessing and affirming children, and inspires dads to not just coach their kids on the sports field but in life as well, guiding their children through what it means to truly be a success from both their dad's and God's perspective.

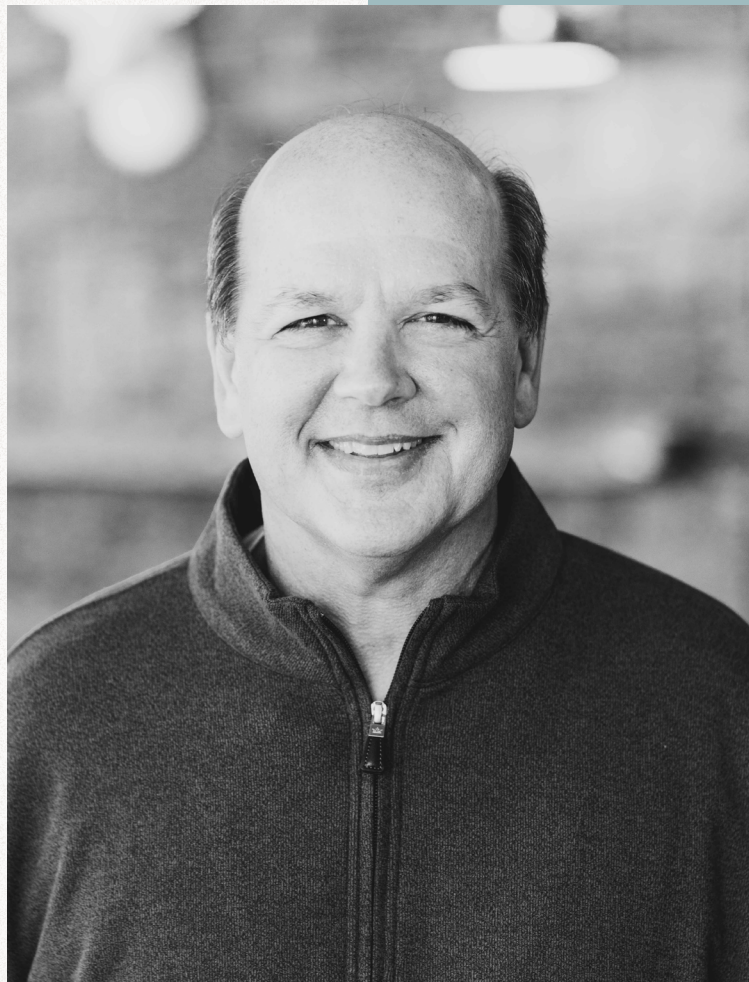
Executive Coaching

David Salyers thrives off helping business leaders tackle their biggest challenges, and offers multiple executive coaching options that bring a hands-on approach to your organization.

Common topics requested that draw on David's vast experience include:

- Entrepreneurship/Intrapreneurship
- Hiring & Development
- Customer Service
- Company Culture
- Scaling/Franchising
- Marketing & Advertising

To connect with David's team for Executive Coaching, visit his website
davidgsalyers.com/coaching



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appearances, visit his website:
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