SPEAKER PACKET

Develop Your Authentic Vision and Grow Like Never Before

Doing Well By Doing Good.

Shirin Behzadi

BOARD MEMBER, ADVISOR AND KEYNOTE SPEAKER

contact@shirinbehzadi.com | www.ShirinBehzadi.com

Shirin works with leaders to create, build and successfully implement an authentic vision that generates massive growth. As CEO, she organically grew her organization-wide sales by $350 million in 3.5 years, doubling the value of the company in the process.

This was made possible because every person in the organization

lived by the same **Authentic Vision**

which guided sales, operations, training, and systems.

Today, she works with:

Executives and leaders of companies with hundreds of millions to multi-billions in sales implementing massive growth across national and international brands.

Entrepreneurs and leaders contemplating raising capital, preparing for a successful exit or seeking advice navigating the private equity capital landscape from the point of view of a CEO who's done it.

Start-up leaders looking to scale their vision to align their rapidly growing company and to create a strategically sound trajectory to success.

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It All Started **With A Vision.**

Working at a gas station at age 17, Shirin shared with a co-worker her vision was to some day run an organization like GM.

She had just arrived in the U.S. from Iran and was paying her way through college.

It was this vision that guided her to becoming **a very successful entrepreneur and CEO,** through a career that started as a CPA, business advisor and CFO of many organizations

Joining a small team with a big dream, Shirin oversaw the financial growth of what would become Home Franchise Concepts.

In 2015, she successfully completed a private equity partnership and as CEO she shared a VISION with over two thousand franchise owners. Through well-organized execution of this vision, **the company's growth skyrocketed in the next three and half years.**

From the stage and in boardrooms across the world, Shirin now works with leaders to create and implement an **Authentic Vision** that inspires, informs and directs substantial engagement and growth in their entire organization.

Doing Well by Doing Good

yelp · EY Building a better working world · United Way Orange County United Way · Cherie Blair Foundation for Women · JUNK KING · USC University of Southern California · Triangle Home Fashions · Lush Décor · EWA · Bomani Cold Buzz · ACG Association for Corporate Growth

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How does an **Authentic Vision** make such a difference?

Complete clarity for where you are going

+

The specific path on how to get there

+

Organization-wide engagement to accomplish the vision

As a result:

You will see **new growth fueled by alignment across leadership, teams, operations, and systems.**

"The Cherie Blair Foundation for Women thanks Shirin for her dedication and commitment to supporting women entrepreneurs, as a Board Member for the Foundation's Global Campaign Board and as a speaker."

Cherie Blair FOUNDATION FOR WOMEN

"Shirin's informative and inspirational leadership webinar explained to women entrepreneurs how to create their vision as a leader, how to inspire and elevate others, and how to find their voice and strengths. The audience came away incredibly inspired."

—Cherie Blair Foundation

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Highly Actionable, **Engaging, Customizable** *Keynotes*

Shirin shares practical advice and insights from her **remarkable 30-year career as accomplished CEO with years of growth experience and PE partnership and as a CFO of multiple companies.** She is able to speak to a variety of business-related topics.

KEYNOTE 1
Creating an Authentic Vision

KEYNOTE 2
Effective Leadership to Implementing Your Vision

KEYNOTE 3
Planning For & Securing Capital Investments

KEYNOTE 4
Preparing For A Successful Exit

KEYNOTE 5
Leading Companies To Growth

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Keynote One

Creating an **Authentic Vision.**

Learn How to **Create and Communicate a Compelling Authentic Vision**

This engaging keynote will inspire your audience to create an Authentic Vision that provides complete clarity for where they're going, how to get there, and how to engage their entire organization in accomplishing that vision.

This program is perfect for:

- ✓ Leaders and entrepreneurs seeking growth and organizational alignment
- ✓ Senior leaders guiding massive growth across national and international brands
- ✓ Leaders and founders ready to move the organization to its next phase of evolution
- ✓ Women leaders and entrepreneurs guiding teams through unprecedented change

Your audience will leave knowing how to:

- ✓ Clarify their authentic vision
- ✓ Create buy-in and engagement in your leadership and employees
- ✓ Organize and mobilize their teams and company to work cohesively towards common success
- ✓ Make their entire organization feel seen, valued, and heard as they achieve the vision together

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Keynote Two

Effective Leadership to **Implimenting Your Vision.**

Unleash **Your Inner Leader**

This inspiring session gives your audience the ideas, tools, and encouragement they need to unleash the leader that is already within them.

This program is perfect for:

- ✓ Leaders who are looking to be more effective in their roles
- ✓ Entrepreneurs who own their own businesses and are looking to enhance their leadership skills
- ✓ Managers and executives opting for career advancement
- ✓ Anybody who wants to become a better leader in their field

Your audience will leave with:

- ✓ A better understanding of the pillars of leadership
- ✓ An appreciation for the critical role of a good leader
- ✓ Clear and actionable steps to build confidence in leadership
- ✓ A feeling of empowerment, motivation, and confidence in becoming a terrific leader

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Keynote Three

Planning For & **Securing Capital Investments**

Practical Strategies for **Navigating the Capital Landscape**

This keynote equips your audience with an understanding of the merits of equity partnerships and insights to help determine whether they are right for their company. Additionally, they'll learn how to create value propositions that help secure capital investments.

This program is perfect for:

- ✓ Companies examining the merits of securing capital partnerships
- ✓ Leaders exploring equity investments
- ✓ Entrepreneurs looking to secure the right capital/equity partners

Your audience will leave with:

- ✓ A better understanding of the capital landscape
- ✓ A list of the pros and cons of equity partnerships
- ✓ The best practices in planning for the right capital partners
- ✓ Strategies to create the best value in a capital transaction

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Keynote Four

Preparing For A **Successful** Exit

A Clear Roadmap to a **Profitable Transition**

This highly actionable session teaches your audience the fundamental building blocks to creating a successful exit for stakeholders and how to practically plan for the best outcome.

This program is perfect for:

- ✓ Entrepreneurs and business owners looking to strategically plan the most successful transitions
- ✓ Leaders and business executives who want to learn how to best create company value
- ✓ Management and executives with responsibilities around preparation for transactions

Your audience will leave with:

- ✓ Steps involved with a successful transaction
- ✓ Factors to consider in preparing for an exit
- ✓ Expectations and processes for a capital transaction
- ✓ Steps to overcoming hurdles and challenges in the process

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Keynote Five

Leading Companies To Growth

Inspire Massive Growth in Your Organization

Shirin shares real-world lessons from her career in this practical session. Your audience will learn the fundamentals of substantial and sustainable growth that can create strategies and execution across the organization.

This program is perfect for:

- ✓ Executives and company leaders looking for business growth
- ✓ Entrepreneurs at different stages interested in growth
- ✓ Anybody in a leadership position who wants to better understand how to create roadmaps and strategies for growth

Your audience will leave with:

- ✓ An understanding of the fundamentals of growth
- ✓ Execution strategies and growth plans
- ✓ Inspiration to take their organization to the next level

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Achieve Your Authentic Vision with **Customizable** *Advising*

ADVISING
For Organizations

Shirin loves working with: Growth-Minded Organizations, C-Level Leaders Interested in Strategic Growth, Companies Looking for Advice on Raising Capital and Exit Strategies, Start-ups and Entrepreneurs & Female Executives

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Experience **Massive Growth**

STEP ONE

Analyze & Evaluate

Develop an Authentic Vision that will reflect your company's values, provide clear and measurable results, and inspire participation and excitement in your vision.

Shirin will work with you to:

- ✓ Form a deeper understanding of the organization and its values through conversations and workshops
- ✓ Propose an Authentic Vision that can be communicated
- ✓ Evaluate the merits of the Authentic Vision
- ✓ Understand how your vision resonates with organization stakeholders, partners, and customers

STEP TWO

Finalize & Communicate

Crystallize your Authentic Vision into an engaging, clear communication plan that creates organizational buy-in and inspires employee alignment, passion and engagement.

Shirin will work with you to:

- ✓ Finalize a crystallized, clear, and authentic vision that can be adopted by the entire company and its sphere of influence
- ✓ Organize and design a clear communication strategy
- ✓ Secure alignment and adoption of the authentic vision throughout your organization

STEP THREE

Strategize & Reevaluate

Implement your Authentic Vision into action with solid strategies and meaningful metrics. You'll also receive ongoing support as you navigate future challenges.

Shirin will work with you to:

- ✓ Create measurable and actionable goals across the broader organization
- ✓ Develop strategies and tactics collaboratively within the company to meet those goals
- ✓ Create milestones to reevaluate and recalibrate plans as needed
- ✓ Schedule frequent check-ins to ensure that your company remains on its path towards your Authentic Vision

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Create Your **Authentic Vision**

STEP ONE

Interview & Review

This stage empowers you to fully understand the disconnect between your vision and your reality so you can build a strong foundation for future success.

In this step, Shirin will work with you to:

- ✓ Gain an understanding of organizational executive goals
- ✓ Analyze the alignment of those goals through thoughtful exploration of your current state via interviews and reviews of plans

STEP TWO

Create & Design

As you better understand your current state, you can create an Authentic Vision that is measurable and achievable.

In this step, Shirin will work with you to:

- ✓ Create and design an authentic vision
- ✓ Develop measurable goals to help achieve this vision

STEP THREE

Communicate & Executive

Once you have created your Authentic Vision, you will share your vision with key stakeholders and work with them to achieve your new goals.

In this step, Shirin will work with you to:

- ✓ Develop a methodical communication plan across the organization
- ✓ Ensure proper execution of the plan

STEP FOUR

Evaluate & Recalibrate

After implementing your Authentic Vision, you will have Shirin's guidance to help you navigate challenges and adapt to unforeseen changes.

As you achieve your Authentic Vision, Shirin will:

- ✓ Operate as a sounding board and advisor for continued execution
- ✓ Help evaluate the success of the execution and identify hurdles
- ✓ Assist in recalibrating as needed in response to execution steps

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Recognition & Awards

Forbes

How Shirin Behzadi Grew Home Franchise Concepts Against All Odds

MONEY INC

Beating Brain Cancer to a $670 Million Business: The Amazing Story of Shirin Behzadi

Franchise Times
The News and Information Source for Franchising

Claim your life, urges Budget Blinds' CEO

EY Building a better working world

EY announces winners of the Entrepreneur Of The Year® 2018 Orange County Awards

ORANGE COUNTY BUSINESS JOURNAL 2019 OC 500 Directory of Influence

Orange County 500 Most Influential

ACG®
Association for Corporate Growth

ACG Orange County Recognizes Top Companies at 20th Annual Awards Gala

Bomani Cold Buzz

I have the privilege of working alongside my son, Sam Madani, as an advisor to his rapidly growing company, BOMANI Cold Buzz. It's been an adventure that has brought us even closer. I love and admire him, his co-founders, and the entire BOMANI family.

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