Nick Friedman

Renowned Co-Founder of World-Class Iconic Brands, Including International Franchise College Hunks Hauling Junk & Moving; Author, TV Personality, Thought Leader

Becoming & Building Better Leaders Great leaders don't create followers, they create more leaders. If you can't develop great leaders in your organization, you become a bottleneck to the explosive growth potential of your company. In this speech, Nick reveals that it all starts with becoming a Level-5 leader yourself, leading your team with humility and vision. Groups will learn how to get to the next level of leadership and improve their communication to, in turn, build better leaders. He discusses how they have perfected this process at their multimillion dollar national franchise, using College Hunk's success to showcase the effectiveness of their leadership system. Sharing lessons-learned, Nick provides actionable takeaways for other organizations get to this next level of success as well.

Find Your Why: Creating Purpose and Values in your Organization Without a WHY, your business is a ship without a sail, floating in the wind. From an organizational level to an individual level, purpose and values build loyalty, longevity, create a community, and are necessary to achieve your long-term vision. And they're good for impacting your bank account, too! But how do you go about discovering your purpose? In this speech, audiences will learn how the turning point for College Hunks Hauling Junk's success was when it defined its own purpose: to "Move the World." Nick shares a framework for discovering one's own purpose and values, as well as how to ingrain them into any organization or personal path to success.

Leading a Diverse & Multigenerational Workforce College Hunks Hauling Junk is one of the largest employers and franchisors in the country and has even been featured on MTV's hit show, *Job's That Don't Suck* and CBS's *Undercover Boss*. In this talk, Nick will discuss how to better understand and communicate with all the different generations represented within your team and unlock their potential – maximizing their talent, work ethic, and creativity in the workforce. He'll share tried-and-true strategies to leverage the talents of diverse generations, while removing uncertainty and frustration, and enhancing the traits that lead to sustained high performance and productivity.

Breakthrough Branding & Publicity College Hunks Hauling Junk has appeared on more reality TV shows than the Kardashians, has been featured in every major media publication including two appearances on Oprah, and has become a household brand in a crowded industry. How did they do it? In this talk, Nick will reveal the three simple steps to generating more brand awareness and media exposure, as well as how to leverage it for business growth. When it comes to becoming a top-of-mind brand, audiences will learn from an entrepreneur who has mastered the art.

Generating Loyalty with WOW Service In the old days, a happy customer told one person and an unhappy customer told 10. Today, with social media, an unhappy customer has the ability to tell thousands. Now, more than ever, the client experience is the most important key to business growth and sustainability. It's easy to create one-off instances of WOW service in your company, but how can you make every customer's experience just as incredible? College Hunks Hauling Junk founder and president Nick Friedman shares how they have leveraged the customer service experience to exponentially grow their business, receiving world-class reviews that have compared their moving services to a "Disney-like" experience. Audiences will learn: How to hire and train a customer-focused team The best service-recovery process for unhappy customers (it's not what you think) How to systemize each customer touch point to ensure every customer has a unique WOW experience. How to manage, protect, and leverage your online reputation

Recipe for Success = Capacity + Motivation + Information – Interference According to one of Nick Friedman's mentors, "You're never going to be a success unless you admit to yourself that you already are." And although we are successful, we must always have the ambition and desire to improve upon it. In this talk, Friedman provides audiences with the proven success formula he's built at College Hunks Hauling Junk – Capacity + Motivation + Information – breaking down how to leverage each of these elements for greater performance and results. He also discusses the missing ingredient, interference, and how eliminating the things that get in our way is the key to achieving higher levels of results.

From Van to Franchise: A Hunk's Entrepreneurial Journey Over a decade ago, Nick Freidman was just twenty-two when he co-founded the junk removal company College Hunks Hauling Junk with childhood friend Omar Soliman. In this talk, the he tells the story of how they transformed a college summer gig (hauling junk with his Omar's mom's van) into a multimillion-dollar, national franchise with more than 250 locations. Committed to helping more people become entrepreneurs, he provides lessons-learned from being president during College Hunks' monumental business growth and shares an actionable framework for how groups can launch and grow a successful company through patience, persistence, and consistency.