



# Michael Bergdahl

*His personal relationship with Sam Walton and inside knowledge of Walmart taught him how to compete, market and, succeed—learn from Michael the same timely, timeless lessons*

## Testimonials

“Your message is powerful.”

—Edward Ray, Head of National Sales, Coca-Cola Russia

“Michael speaks with enthusiasm and expertise. The small business owners in the audience were especially invigorated by his remarks. They appreciated the insights into how Wal-Mart works and the applications that could be transferred to their own businesses.”

—Ellen Sherberg, Publisher, *St. Louis Business Journal*

“Your speaking ability coupled with your exceptional experience with great leaders gives you something that everyone who wants to succeed should hear.”

—Lou Holtz, Head Football Coach, Notre Dame (1966-1996)

“A sales and services guy who knows how to motivate people to reach their full potential . . . if you haven't heard him, you've got to hear him speak!”

—Roger Dow, SVP Global & Field Sales, Marriott International

“When was the last time a speaker held your attention for three hours?”

—Jim Barr, Nationwide Insurance

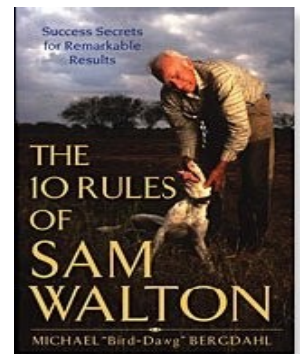
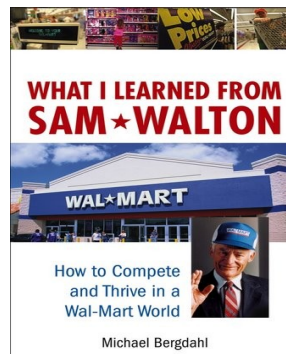
“Dynamic, exciting, no nonsense, no pie-in-the-sky, no wishful thinking, but nuts and bolts, guts and glory . . . a timely and important message.”

—Richard Blockson, Bell Atlantic Yellow Pages

Michael Bergdahl, a dynamic speaker, gained more than 26 years of expertise with some well-known and highly successful organizations before he hit the speaking circuit. He had the rare privilege of working directly with American retail icon, Sam Walton, while serving as Wal-Mart's 'Director of People.' His previous experience in the fast-moving consumer goods (FMCG) industry includes working for PepsiCo's Frito-Lay Division, in both sales and HR positions. But Michael's expertise doesn't stop there. He also participated as a senior executive in two successful business turnarounds—American Eagle Outfitters and Waste Management.

Because he speaks with the voice of experience, Michael's customized programs offer real substance. His most requested programs focus on the best practices of Walmart and the success secrets of Sam Walton. His messages about tactics that made the company the world's largest, and its founder the world's richest, are unparalleled. An accomplished storyteller, Michael delivers one part business and one part inspiration every time he takes the stage. He is sought-after around the world for his invaluable insights.

Michael is the author of two books: **What I Learned from Sam Walton: How to Compete and Thrive in a Wal-Mart World** and **The 10 Rules of Sam Walton: Success Secrets for Remarkable Results**. Both are available worldwide, having been translated into in numerous languages, including Russian and Chinese.



Michael is a 'must-have' speaker for any business audience concerned about competing effectively in today's market. His most notable programs include:

- ◆ Sam Walton's Strategies for Business Success in Tough Economic Times®
- ◆ Picking Wal-Mart's POCKETS® - Strategies of the World's Largest Company
- ◆ Growing Your Business 'The Sam Walton and Wal-Mart Way'
- ◆ AntidisestablishmentWalMartarianism®
- ◆ The 10 Rules of Sam Walton®
- ◆ Change/Challenge/Choice®



## ESPARZA SPEAKERS

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