



Michael Bergdahl, Keynote Speaker Turnaround Specialist, HR Guru, Best-Selling Author

- Discover your Unique Niche
- Seek out Best Practices and Gain Efficiencies
- Learn how to Compete and Thrive

For Remarkable Results- [Book Michael](#)

Adapt and Change!

"Learn success secrets that will turn your company around."

Michael Bergdahl is a dynamic, international speaker whose powerful, high energy style and insider expertise captures, inspires and electrifies audiences across the world. An accomplished author, turnaround specialist and HR guru, Michael has answers and specific success strategies that will help your company to compete, survive and thrive in tough economic times. Bergdahl's informational, power-packed presentations, his personal success helping some of the nations largest, most influential organizations restructure, re-focus and rebuild has made him one of the most in-demand business speakers in the market today.

Bergdahl believes that finding your unique niche is the key to success no matter what market or business you are competing in. He customizes his speeches or workshops to support your conference theme and focus. He also designs his speeches to provide tools audience members can use effectively. He unveils key tactics of the world's most successful entrepreneur in his book called, "The 10 Rules of Sam Walton." Utilizing story telling and humor, Michael shares real world experiences, best practices and the seven key strategies that made Wal-Mart the World's Largest Company in his second book, "What I Learned From Sam Walton, How to Compete and Thrive in a Wal-Mart World."

Keynote Speeches:

- Picking Wal-Mart's "POCKETS"©
"Strategies of the World's Largest Company."
- The 10 Rules of Sam Walton©
"Tactics of the World's Richest Man."
- Change/Challenge/Choice©
"Past success is no guarantee of future success."
- HR The Wal-Mart Way"©
"How Wal-Mart Aligns HR Practices with Business Strategy."

Master Classes:

- The Wal-Mart Way
- Strategies & Tactics for Business Success in Tough Economic Times

Workshops:

- Building Bench Strength- Attract/Retain/Upgrade
- Proactive Employee Relations for Frontline Managers
- Performance Coaching, Discipline and Discharge

Renowned International Speaker: Michael has spoken professionally in multiple countries and six different continents including: *Australia *China *Canada *South America *Panama *Germany *Turkey *Spain *Russia *South Africa *Ukraine *Macedonia *Serbia *Saudi Arabia *Dubai, United Arab Emirates and *the USA.

Versatile Audiences: Michael has spoken at associations, business conferences, universities, corporations including retailers, non-retailers, manufacturers and suppliers. His message is perfect for Sales, Customer Service, IT, Supply Chain/Logistics, Franchisees, Financial Services, Real Estate Developers, Property Managers, Leasing Agents, Retail Managers, Brand/Marketing Managers, Human Resources, Plant Managers, Engineers, DC Managers, Operations Manager, Product Managers, Suppliers, Pharmacists, Bankers, Presidents, Entrepreneurs, College Professors/Students, CEO's CIO's, CTO's & CFO's.

[Tell Us About Your Event!](#)

Watch Michael in Action!

Specialties:

- Keynote/Breakout Sessions
- Master Trainings/Workshops
- Private Consultation/Coaching

Books:

- The 10 Rules of Sam Walton:
Success Secrets for Remarkable Results
- What I Learned From Sam Walton: *How To Compete and Thrive in a Wal-Mart World*

Recent Clients:

- Food Marketing Exposition - Spain
- Fruit & Vegetable City - South Africa
- IIRME - Jeddah, Saudi Arabia
- Independent Grocers of Australia - IGA
- International Council of Shopping centers (ICSC) - British Columbia
- Nat'l Associated Retail Traders of Australia
- Pronexos - Santiago Chile
- Russian Retail Forum - Moscow
- Schneider National Logistics -China

Testimonials:

"Michael's analysis of Wal-Mart's case is lucid and inspirational at the same time. It gave me and my top leadership a great example of how amazing and consistent results can be achieved also thru Focus and Simplicity." Andrea Ragnetti, CEO Philips Domestic Appliances/ Personal Care, Amsterdam, Netherlands

Your insight on the Wal Mart business case is inspirational, a good story in discipline, minimizing waste, and setting a gold standard on supply chain excellence. However, sharing your story on how you converted your personal family situation into an opportunity, and wrote your first book is even more inspiring." -Ashok Bhaseen, M.Pharm, MBA - Director, National Accounts Ims Health Canada

"Your Message is Powerful!" -Edward Ray, Head of National Sales - Coca-Cola Russia

Media:

Bergdahl is considered an authority on Wal-Mart Competition. He has appeared on CNN, CNBC, CNN FN, MSNBC, CNN International, CBS National Radio, Bloomberg TV. He has participated in internationally televised news debates on "Power Lunch", "On the Money", "Morning Call" and "Closing Bell." Articles written about Michael or written by him have been featured in newspapers/magazines around the world.

Located in Pennsylvania and available Worldwide.

