

Speaker Kit

*Education & Inspiration That Drives
Real Franchise Growth*



"We help franchisors improve their franchisee profitability & engagement through best-practice field coaching."

Elevate Your Franchise Event with **AC Inc.**

Are you planning a regional meeting, training session, or franchisee conference — and looking for something that truly moves the needle?

- Help franchisees step into real ownership
- Equip your ops team with tools they'll actually use
- Bring clarity, energy, and strategy to your next event

Whether you're aiming to kick off a conference with high energy, provide hands-on skills training, or inspire lasting change, Angela Coté and the AC Inc. team deliver dynamic, franchise-specific sessions that empower your people and elevate your brand.

Angela and the AC Inc. Team can help



AC Inc. Speaking Services

We bring the spark — and the structure.

Whether you're hosting a franchisee conference, an ops team summit, or a virtual workshop, our speaking sessions are built for action. We don't just inform, we shift mindset, inspire confidence, and equip your people with tools they can actually use.

Our speakers are franchise insiders with decades of experience. They've supported hundreds of brands, coached thousands of franchisees, and know what it takes to build trust and drive performance across a system.

From high-energy keynotes and workshops to our signature Fire It Up Summit, we tailor every session to your brand, your people, and your goals, ensuring that the momentum lasts long after the mic drops.

Who are we?

Your Partners in Field Support and Franchisee Success

AC Inc. helps franchise systems perform better by strengthening how they support franchisees. Founded by Angela Coté, a former franchisee and franchisor executive, we bring real-world experience to every engagement, working with brands at all stages of growth.

We offer training, coaching, and fractional support to build coaching frameworks, upskill ops teams, and drive accountability. On stage or behind the scenes, we bring energy, expertise, and a passion for helping franchises thrive.

Our Core Values

Give a Shit

Action = Growth

Always Leveling Up

Go Be Awesome

Own It

What We Offer

Keynote Speaking

High-impact, energizing keynotes for franchisee and leadership audiences.

Workshops

Practical, skill-building sessions for both franchisees and field coaches / Ops teams.



Our Audience

- **Franchisees** who want to grow, improve profitability, and step into ownership of their success
- **Field Coaches & Ops Teams** who support franchisees and want to level up their coaching effectiveness
- **Franchise Leadership Teams** looking to align and strengthen system-wide performance

Format Options

All sessions are available in person or virtually and can be tailored to your needs:

- Mainstage keynotes
- Interactive workshops (small group)
- Half-day or full-day training
- Facilitated summits

Events We Support

Our speaking and training services are a great fit for:

- Annual franchisee conferences
- Regional franchisee meetings
- Field coach & ops team training
- Brand launches & onboarding
- Strategic planning sessions
- Leadership retreats or summits
- *And more...*

Keynote Speaking

Our keynote presentations shift mindset and spark action — whether we're speaking to franchisees, ops teams, or leadership. Grounded in real franchise experience, each session is energetic, authentic, and full of practical insight.

Current Keynote Topics:

- **From Operator to Owner:** How to Get Franchisees Working ON Their Business
- **Coaching, Not Telling:** How to Get Franchisees to Actually Take Action
- **Field Support That Works:** Creating a Scalable Field Support System

All keynotes are tailored to your audience, brand, and event goals.

Format: 60–90 minutes | In-person or virtual | Delivered by Angela Côté or an AC Inc. team facilitator



Check out Angela in Action!





Workshop

Our workshops go beyond theory — they're immersive, hands-on sessions built to develop real skills that franchisees and field coaches can apply immediately.

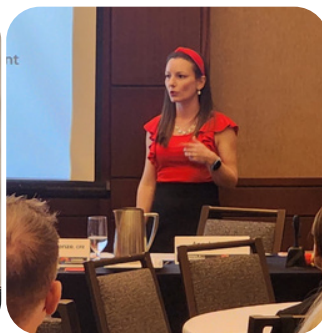
Led by experienced facilitators who understand the nuances of franchising, these sessions blend short, focused learning with breakout conversations, role plays, peer coaching, and tool practice. They're ideal for activating franchisee performance, leveling up your ops team, or bringing consistency to your coaching approach across the system.

Whether your group is brand new or highly experienced, we tailor every workshop to your audience, your brand voice, and your real-world challenges.

Benefits of An AC Inc. Workshop:

- Stronger communication and leadership skills
- A clear structure for coaching or business planning
- Real tools they can use right away
- Confidence in their ability to support, lead, or grow
- Better alignment with brand goals and values

Format: 2–4 hours | In-person or virtual | Fully tailored to audience skill level and goals



Scan this QR code to book AC Inc. for your next company conference!





Workshop

Hands-on, results-driven workshops that strengthen franchisee performance, elevate field coaching effectiveness, and create accountable ownership across your network.

AC Inc. workshops are immersive, hands-on experiences designed to help franchisors drive measurable franchisee performance, improve field coach impact, and align owners around consistent execution and growth expectations.

Each workshop can be tailored for franchisees, field coaches, or leadership teams, and delivered in person or virtually.

PREPARED WORKSHOPS

- Maximizing Development at Every Stage of the Franchisee Lifecycle
- Enhancing Franchisee Success
- Cultivating Resilience
- Supporting Struggling or At-Risk Franchisees
- Intro to Strategic Planning for Franchisees
- Community Marketing: Growing Your Business with Limited Budget
- Coaching vs. Consulting
- Growth Without Limits
- Driving Compliance: Coaching Franchisees Toward Alignment
- KPIs, Benchmarks, & Your Bottom Line
- Planning for Growth: Hiring & Team Development
- Inspiring Growth Through Community Marketing
- Succession Planning
- Leadership Training (*Multi-Session Option*)

Looking for something more customized?

Let's design a workshop aligned to your goals.
Book a strategy call with our team



Speaking Engagement Packages

We offer a range of speaking experiences to suit your event goals and audience. Whether you're planning a keynote, interactive workshop, or a Fire It Up Summit, we'll work with you to ensure the content is engaging, customized, and impactful.

Keynote Speaking

A keynote presentation is 60 to 90 minutes and can be hosted by any member of the AC Inc. team.

- Angela Coté – \$12,500
- Director-Level Facilitator – \$7,500
- AC Inc. Advisor – \$5,500

Workshop

A workshop is between 2 to 4 hours and can host be hosted by any of the AC Inc. Team.

- Director-Level Facilitator – \$7,500
- AC Inc. Advisor – \$5,500

For virtual delivery, pricing may be adjusted. Custom bundles available for multi-session bookings.

Not sure what's the best fit for your event?

Let's talk! Use the QR code below to book a discovery call.

BOOK A CALL



Angela Coté, speaker & expert facilitator

Angela Coté is a high-energy keynote speaker and franchise industry thought leader who helps franchisees stop spinning their wheels and start taking real action. With deep roots in franchising - growing up in a brand that scaled to nearly 500 locations and being a multi-unit franchisee for 18 years - Angela brings unmatched credibility and real-world experience that instantly resonates with audiences.



Angela Coté

She is the founder of AC Inc., a franchise coaching company known for transforming how franchisees are supported, and the creator of the franchise industry's first certification program for field support teams. Angela's signature Fire It Up Keynote delivers five game-changing strategies that empower franchisees to take ownership of their success, get out of overwhelm, and grow with clarity and confidence.

Event organizers consistently describe her sessions as “energizing,” “actionable,” and “exactly what our franchisees needed.” Franchisees leave feeling inspired - but more importantly, equipped—with tools they can immediately put into practice to improve profitability, leadership, and momentum.

Angela also facilitates the Fire It Up Summit, a high-impact, small-group session for up to 50 franchisees focused on peer collaboration and accountability. Whether speaking to 50 or 500, Angela brings clarity, connection, and contagious energy that franchisees - and franchisors - won't forget.

Meet the Team

Our dedicated team of seasoned franchise coaching professionals is ready to bring their expertise directly to your doorstep. Our team excels in delivering impactful training, conducting interactive workshops, and facilitating engaging roundtable discussions, tailored to meet your specific event needs.



Stephanie Benze

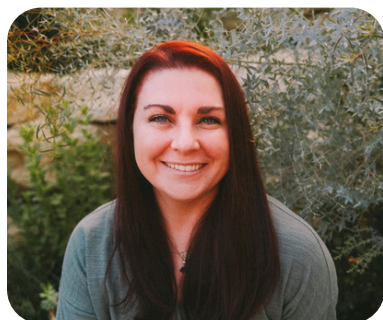
Stephanie Benze is the Director of Education at AC Inc with over 10 years of franchising experience. She led her last franchise brand to 266% growth in under 3 years. Starting her career in a multi-location retail business, she grew it from 2 stores to 14, with a 200k square ft warehouse and a 50-seat call center. Joining AC Inc in 2023, Stephanie specializes in system optimization, project management, and developing field coaching education.

Brecon Gage is the Director of Advising at AC Inc. who truly understands the value and outcomes of proactive franchisee coaching and support. Brecon was a top performing franchisee in both senior care and home services for 20 years. He was designated to coach fellow franchisees in the system using his influence and tough love approach. Brecon specializes in strategic growth coaching, developing effective company culture, and improving franchisee support structures.

**Brecon Gage****Abe Dunaway**

Abe Dunaway is an AC Inc Franchise Growth Advisor who has been a franchise operations leader with over 15 years of experience helping brands scale and improve performance. Known for his hands-on approach, Abe has led teams through major expansions, streamlined systems, and worked closely with franchisees to drive profitability. He also co-founded a business focused on financial and mindset growth, giving him deep insight into owners' challenges.

Paige Peavler is an AC Inc Franchise Growth Advisor who is a seasoned Operations Executive with 18+ years in the franchise industry, known for driving growth, streamlining operations, and boosting performance. She helped expand a kid's music franchise from one to 85 global locations and has supported hundreds of franchisees worldwide. She holds an MBA and thrives on integrating technology with holistic business management.

**Paige Peavler****Erica Shoop**

Erica Shoop is an AC Inc Franchise Growth Advisor and a 15-year franchise operations leader who specializes in turning complexity into clarity. Known for her holistic and visionary approach, she equips franchise coaches and owners with the tools to lead confidently, sustainably, and with a focus on well-being. A Certified Life and Success Coach, Erica replaces 'hustle culture' with strategic, creative solutions that foster both business growth and personal harmony.

Testimonials

Angela delivered an empowering keynote speech at our company conference. Her unique perspective, from 18 years as a franchisee herself, resonated deeply. Angela weaved in personal anecdotes and stories about the challenges and mistakes she faced, which made her relatable and authentic. Her humorous reflections on growing up as the daughter of the founder of a franchise company were entertaining and enabled us to connect with her on a personal level. This blend of humor and wisdom highlighted her deep understanding of franchising.



Paul Pirro
Chief Development
Officer at TintWorld

Angela ensured franchisees left the session not only inspired but also equipped with practical takeaways and action steps to drive their businesses forward. Overall, Angela's keynote focused on the message that, with the right mindset and tools, growth and improvement are within our reach. We are grateful for the energy, knowledge, and inspiration she brought to our event.



Deanna Loychuk
Owner/Co-Founder
of 30 Minute HIT

We loved having Angela keynote at our SummHIT franchise conference! Her energy, wisdom, and authentic presence inspired our franchisees. Her story and the 5 Game Changers she shared, including tracking metrics and improving leadership, resonated deeply.



Theresa Thom
Vice President of
STOR-X

Brecon has keynoted our last three annual conferences. He can be counted on to connect with our franchisees with thought-provoking, inspiring topics. He is dynamic, engaging, and leaves everyone not just motivated—but grounded with real world applications, clear, practical actions they can take forward. In addition to being a compelling speaker his behind-the-scenes work is professional and responsive to the needs of the audience and our team. He consistently elevates the entire teams performance with his passion and commitment to shared success.