

Stacey Morgan

Multi-Award-Winning Entrepreneur,
Business Coach & Speaker

Meet Stacey

As a multi-award-winning entrepreneur, speaker and business coach, Stacey Morgan is passionate about **helping leaders build thriving, purpose-driven businesses**.

With over two decades of experience and as the founder of a dance studio, a podcast production company, a coaching business and as the CEO of Roar Success, Stacey has worked with entrepreneurs across the globe to **help them define, achieve and celebrate success on their own terms**.

A mother of three, Stacey balances a busy family life with her multiple businesses and a love for Broadway, international travel, and continuous professional development.

Known for her engaging speaking style and real-world strategies, she's a sought-after keynote speaker, workshop facilitator, and mentor.



Stacey blends real-world experience with practical strategies, delivering insights that are both **inspiring and immediately actionable**.

She **communicates with clarity, warmth, and confidence**, making complex ideas feel accessible and achievable.

Her **energy is contagious**, her **message is powerful**, and her **impact is lasting**.

- June Lawrence, Mississauga, Canada



Delivering real-world insights from lived experience.

When it comes to leading a business or franchise network, insight is great. But insight tested in real life is even better.

That's what Stacey Morgan brings to your stage. An award-winning entrepreneur, podcast host and multi-business owner, Stacey combines sharp strategy with a storyteller's warmth and delivers powerful keynotes that create clarity, connection, and action.

She's *coached hundreds* of business owners, *led teams from 1 to 20+*, and *walked the franchise path* at home *for over a decade* (her husband is a long-time franchisee).

Her style is straight-talking but encouraging, always laced with lived experience and backed by deep national research into what makes franchisees - and businesses - thrive.

She's presented on stages across Australia, the USA, and at the iconic MGM Grand in Las Vegas, captivating rooms of local business owners, national brand leaders and franchise teams alike.

Whether she's in a breakout room or under stage lights, Stacey holds attention with stories that stick and frameworks that work. If your network needs more than motivation - if they need a clear next step and a renewed sense of purpose - Stacey is your speaker.



Keynote Topics

Turn Culture into Capital

Every franchise brand has its top performers; the locations that stand out, attract loyal customers, and retain great staff. They're thriving, even in tough markets.

So what's their secret? **What makes some franchisees thrive while others stay stuck, despite having the same systems, support, and brand?**

That's the question Stacey Morgan set out to answer in conversations with top-performing franchisees across Australia including *Harvey Norman, Specsavers, Boost Juice, Ella Baché and PetStock*.

The answer, she discovered, lies in Community Capital.

She'll share the habits, mindsets, and community-building strategies that create visibility, team stability, and long-term profitability.

WHAT YOUR FRANCHISEES WILL WALK AWAY WITH:

- **The Community Capital Framework**

  A simple model for turning visibility into trust - and trust into sales - without straying from brand guidelines.

- **Values-Led Leadership Tools**

  Help your franchisees define their culture, lead with purpose, and build teams that stay.

- **Smart Local Marketing**

  Tangible visibility strategies that boost local connection without requiring more budget, more staff, or head office approval.

- **Mindset shifts that drive momentum**

  Stories and insights that empower franchisees to think like business owners, not just brand users.



Identity Crisis

It's no secret that leaders in business wear several hats at any given time: parent, business leader, community member, volunteer, partner, and so many more.

Trying to give 110% to these roles and responsibilities all the time can quickly lead to overwhelm, lack of fulfilment, and burn out.

The real secret is this: this balancing act is always hard and there's no magical solution. But **there are tactical strategies to seamlessly blend the many roles in life to help turn chaos into calm**.

In this session, attendees will develop the confidence to blend work and family goals, commitments, and passions in a way that feels right for them and learn how to **keep out of the 'danger zone' that leaves them feeling empty and exhausted**.

By leveraging effective time management tactics, sustainable financial strategies, and skills for effortlessly balancing their drive, effort, and motivation, they will be able to embrace each of the identities they take on at work, at home, and in the community to achieve happiness, fulfilment, and success.

WHAT YOUR AUDIENCE WILL WALK AWAY WITH:

- **Time Management**

  Effective tactics for structuring their week to stay in control and avoid burnout and overwhelm.

- **Self-Awareness & Confidence**

  Techniques to blend work and family goals, commitments, and passions without losing themselves in the process.

- **Balance and Fulfilment**

  Discover how to navigate the "danger zone" where various roles overlap and instead create space and a sense of ease in daily life.

- **Sustainable Financial Strategies**

  Understand how to manage finances in a way that supports both your business and personal life.



Pathways to Profit, Profile and Productivity

Need your team to take accountability for their tasks and responsibilities? Not sure they have the tools they need to be successful in their roles?

By building their ability to grow their profile, giving them the skills to create more profit and the strategies to become more productive you can have every member of your team firing on all cylinders and creating their best work yet.

WHAT YOUR AUDIENCE WILL WALK AWAY WITH:

- **Profile**

  Take responsibility for your tasks, create systems that will add to your value as a team member and as a leader.

- **Profit**

  Leverage the tasks that you are responsible for, ensuring that your time is spent on profit centred projects that increase your value and show your worth.

- **Productivity**

  Make the most of the time you have and gain time back for the things that are most important with practical tools and tips.



Take off the Blinders

Stop hiding from feedback from your team, your customers and your clients.

Feedback is the most under-utilised tool in most Australian companies.

Many of us are scared of asking for it and if it comes to us freely, we often don't know how to use it to our advantage.

In this session, Stacey walks the audience through the practical strategies they can use on a daily basis to elicit and action feedback in order to grow relationships, build camaraderie and make changes within organisations so that they can reach their full potential.

WHAT YOUR AUDIENCE WILL WALK AWAY WITH:

- **Clarity**

  Untangling the differences between validation and feedback.

- **Strategies**

  Simple & effective strategies to actively ask for feedback.

- **Systems**

  Steps to filter through and take action on feedback in order to grow and scale.





As Seen In

SXSW SYDNEY · PORT MACQUARIE HASTINGS COUNCIL · HBWN · Charles Sturt University · Ready Set Dance

What others say

> I've had the great fortune of experiencing Stacey in presentation-mode at various conferences over the years, and she truly comes alive up there. She **captivates and inspires** audiences, encouraging **in the moment participation**, and educates with **humour and flair**. She is **a delightful presenter.**
>
> **Bjorn Bolinder**
> *NYC Photographer*

> Stacey Morgan is a **breath of fresh air**. She **speaks the same language as entrepreneurs** so resonates effectively on so many levels.
>
> **Karen Malek**
> *Former President, Australian Teachers of Dancing*

> Stacey's **passion, honesty, and real-world experience** make her an incredible speaker and mentor.
>
> **Lisa Schmiedeke**
> *Dance Studio Owner, Tampa, Florida*

Podcast Host of







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- Roar Success
- How to Run a Successful Business (and still have a life!)