

Speaker Kit





Unlock the Full Potential of Your Franchisees

- Are your franchisees stuck working **IN** their business instead of working **ON** their business and growing it?
- Do your franchisees **lack a sense of responsibility for growing their business** because they have fallen into a mindset that the franchisor is responsible for their success?
- Are you franchisees operating in silos, **not tapping into their collective network** of fellow franchisees for ideas, motivation and support?





MEET ANGELA COTÉ

STRATEGIC VOICE IN FRANCHISING



Most franchise systems don't have a systems problem.

They have a human one.

Angela Coté has spent her entire career inside franchising, not as an observer, but as an operator. Raised inside M&M Food Markets, a franchise brand that grew to nearly 500 locations, Angela worked across multiple areas of the business from a young age, gaining firsthand insight into how franchisors scale, and where they stall.

She later went on to build and lead her own franchise businesses, scaling teams, increasing store value, and navigating the same operational pressure franchisees face every day. That dual perspective, inside a large franchisor and inside a franchisee's business, shaped her conviction about what truly drives performance.

After years of watching brands pour more training, more tools, and more resources into struggling systems, only to see inconsistent results, Angela and her team identified the real gap: the field coach is the true profit lever. When field leaders are equipped to influence behavior, build trust, and drive ownership, franchisee performance shifts. When they aren't, no amount of playbooks will fix it.

That belief became AC Inc., the firm Angela founded and now leads. Together with her team, she co-developed the Strategic Growth Coaching Framework and Field Coach Certification, scalable systems designed to replace reactive, fire-fighting support with Strategic Growth Coaching.

Angela is not a motivational speaker.

She is a strategic voice in franchising, known for challenging franchisees to stop waiting and start owning, and for helping leadership teams create the field support structures that make ownership stick.

She doesn't just fire up rooms.

She changes how franchise systems think.

An effective speaker who can inspire an audience and impact change has to have three things: subject matter expertise, a story to back it up, and strong public speaking skills. Angela has those three and delivers her message with energy, authenticity and passion.

- Scott Greenberg, Motivational Business Speaker & Author of "The Wealthy Franchisee"





KEYNOTE SPEAKING

FOR LARGE SCALE EVENTS

ARE YOUR FRANCHISEES FEELING STUCK AND OVERWHELMED IN THEIR BUSINESS?

IS IT HURTING THEIR ABILITY TO GROW THEIR FRANCHISE AND HIT THEIR FINANCIAL GOALS?

Having been on both the franchisor and franchisee side of the relationship, Angela Coté understands the challenges and frustrations of staying focused and on track while navigating the ups and downs of being a franchisee. Her business shifted for the better when she stopped blaming outside factors (like store location, the weather, or her staff) and committed to taking ownership of her outlook and actions.

This theme --taking ownership of your success-- is at the core of Angela's high-energy, interactive, actionable keynote. With humor and relatable anecdotes, she shares her story and as well as the Five Game Changers that helped her (and her business) flourish and grow.



FIRE IT UP KEYNOTE FORMAT

- 1. Backstory & Credibility**
- 2. The 5 Game Changers**
- 3. Peer Roundtable Discussions**
- 4. Action Plan & Closing Commitment**

Your franchisees leave feeling energized, empowered and committed to taking action and achieving their goals.

Empower your franchisees to take ownership of their success. Click [HERE](#) to book your discovery call.



THE FIRE IT UP SUMMIT

ANGELA COTE'S SIGNATURE SESSION

IMPROVE YOUR FRANCHISE SYSTEM PERFORMANCE

By reigniting passion and drive in your franchisees, fostering collaboration, and providing accountability for growth.

A Fire It Up Summit is ideal for groups of up to about 60 franchisees, and **each summit focuses on one common challenge your franchisees face**. Popular topics include... employee retention & hiring and growing your franchise business through community marketing.

EVERY FIRE IT UP SUMMIT ACCOMPLISHES 4 GOALS

- To **reignite passion** in franchisees: reconnecting them to their **why**.
- Fostering collaboration and **peer-to-peer learning** with franchisees.
- **Empowering franchisees** to come up with their own ideas and goals.
- The tools and accountability to **take action on their goals**.



FIRE IT UP SUMMIT FORMAT

1. **Backstory & Ownership Shift**
2. **Focus Problem Statement**
3. **Collaborative Idea Generation (Sticky Notes & Peer Sharing)**
4. **Individual Action Plan & Commitment**

If you're looking to fire up your franchisees to take ownership of their success, click [HERE](#) for a discovery call.



SESSION TESTIMONIALS



Paul Pirro
Chief Development Officer
@ TintWorld

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.

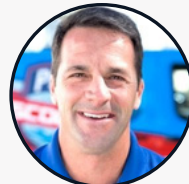
Angela ensured franchisees left the session not only inspired but also equipped with practical takeaways and action steps to drive their businesses forward.

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 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. Many were motivated to join the AC Performance Group Coaching program.



Michael Wagner
President, Pool Scouts

Thank you for your valuable contribution to our President's Circle event in Miami!

The franchisees were engaged and involved in the presentation and the exchange of ideas was great. Our franchisees enjoyed the session and are looking forward to implementing some of the action items discussed.



Julia Maddux, Franchisee
@ Woops!

We loved Angela's keynote and Fire It Up Summit at our annual conference. The opportunity to hear her story and then to collaborate with fellow franchisees about ways to grow our business was refreshing. We feel more connected to each other and to the franchisor after such a great experience.

If you're looking to fire up your franchisees to take ownership of their success, click [**HERE**](#) for a discovery call.



SESSION TESIMONIALS



Kristen Gale
Founder - The TenSpot®

Having Angela deliver her signature Fire It Up Summit at our 10Spot® conference was a 10 out of 10! We needed someone to help our franchise partners feel empowered and energized to grow their business and Angela delivered.

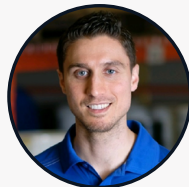
The keynote portion where she shared her story of having been a franchisee and the challenges she faced helped them understand that they are not alone. The 5 Game Changers helped them see that there are things they can take control of so they can get more out of their business, such as focusing on the most important metrics, and getting out into their community to drive traffic to their businesses.

The Fire It Up Summit was an energetic and incredible sharing of ideas. Angela kept the franchise partners on track with very actionable ideas they could implement to grow their business. We highly recommend having Angela speak at your next conference!



Dawn Mucci, Franchisor
@ Lice Squad

After Angela's session, not only were our franchisees fired up and ready to take ownership of growing their business, but they left with clear and simple, customized action plans - that THEY each created for themselves. Angela is a true rockstar!



Carmelo Marsala,
Franchisor @ Spray-Net

By having Angela facilitate at our convention, we were able to create buy-in for some upcoming initiatives we were presenting. Angela's session was a great combination of energizing the group to participate, and sharing her insights!



Charles Bonfiglio
CEO/Founder - Tint World

If you're a franchisor and you have franchisees that need to learn how to be accountable and how to understand franchising, Angela is perfect for speaking at your event... She breaks it down very simply and gives a way forward to build your team—and your team will build your franchises.



Ashley Gundlach
President, British Swim School

Thank you for speaking to our President's Circle franchisees.

The time together provided us with some clear opportunities to further support this group, and paved the way for additional ideas sharing amongst them as well.

Empower your franchisees to take ownership of their success. Click [HERE](#) to book your discovery call.



MEDIA AND PHOTOS

PROMOTION AND MARKETING

Have specific inquiries about media or imagery needed for promotion or marketing materials? Reach out to marketing@fieldcoachexperts.com with your specific request!



SPEAKER REEL



Ready to get FIRED UP?

Submit your inquiry [HERE](#), so we can learn more about your speaking and session needs!



BOOKING & INVESTMENT

READY TO GET YOUR
FRANCHISEES FIRED UP?

In Person with Angela Coté

FIRE IT UP SUMMIT WITH ANGELA

Starting at **\$12,500**

KEYNOTE SPEAKING WITH ANGELA

Starting at **\$12,500**

LODGING AND BOOKING DETAILS

The event organizers will cover the total cost of the **flights, transportation, and the hotel** accommodation for the speaker. Name for any booking needs is Angela Coté. Speaker prefers to book her own air travel.

Hotel room near venue and near amenities if possible is preferred. Speaker travels from Victoria, British Columbia, Canada. (Victoria International Airport, YYJ).

[INQUIRY FORM](#)

Let's get
FIRED UP!



Ready to get FIRED UP?

Submit your inquiry [HERE](#), so we can learn more about your speaking and session needs!