Your Brand, Your Keynote

A customized keynote that addresses your brand's unique needs.

Custom Keynote

Most keynote speakers deliver one core message — valuable, but not always aligned with where a brand is in its current life cycle. While Kendall Ware has signature keynotes, he also offers a rare ability to customize his approach based on each brand's unique situation.

Having built, led, and supported brands through every phase — from triage to stabilization to growth — Kendall knows firsthand that while a one-size-fits-all message can be effective, some brands benefit most from a message tailored to their specific stage and strategy.

He's been on both sides of the stage: as a brand executive planning conferences and as a keynote speaker delivering them. That real-world experience enables him to quickly connect with your brand's strategy, mission, and present landscape.

Whether your organization is navigating change, celebrating momentum, or tackling critical challenges, Kendall will create a keynote that's relevant, timely, and tailored to where your brand is today — ensuring the message resonates and drives real impact.

How it Works

Discovery Call
A 45-minute conversation to dive into your brand's journey, challenges, goals, and event focus.

Creation & Review
Kendall builds a customized keynote based on your insights, then reviews the outline with you for alignment.

Keynote Delivery
Kendall delivers a polished, personalized keynote crafted to connect with your audience and drive impact.

Ideal Audience

This customizable keynote is designed for franchise and non-franchise brands, leadership teams, and industry associations that understand one-size-fits-all messages aren't always enough. If you want to energize your team, sharpen strategic focus, and align your event around the realities your brand is facing right now, this tailored keynote ensures the message hits exactly where it matters most.

Format

45 to 75-minute keynote presentation, customizable based on your event's needs.

Testimonials

"Whether speaking on topics related to leadership, franchise management, training best practices, or optimizing operations, Kendall consistently delivers valuable content that is both informative and inspiring. His ability to communicate complex concepts with clarity, real life stories, and enthusiasm sets him apart as a dynamic and engaging speaker." **-Rachel Richal, President of the Council of Hotel & Restaurant Trainers**

"Kendall is a highly regarded expert and has an incredible ability to connect brand vision with operational execution. His insights into franchise marketing, guest experience, and business growth make him an invaluable speaker for any conference or brand event. He's a rare leader who knows how to make a brand stand out while keeping franchisees engaged and profitable." **-Laurie Curtis, SVP of Marketing at Shipley Do-nuts**

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