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Daniel Lewis

Entrepreneur, Marketing, Customer Service Expert

"Our Setbacks in life are designed to push us further ahead" - Daniel Lewis



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Language Spoken

English

Travel's From

Brampton, Ontario

Speaker Biography:

Author, entrepreneur and motivational speaker Daniel Lewis is the proud founder of the award winning tea company T By Daniel. His people-focused outlook on entrepreneurship and his experiential business tactics have garnered him and his company nationwide recognition and many awards and honours such as a 2016 Business Excellence Award and 2017 Top 40 Under 40 Entrepreneurs. Daniel's success with his retail tea brand have even landed him an opportunity to serve HRH The Prince of Wales during his 2017 Royal Tour in Canada. With his official public speaking platform Daniel Speaks he touches on his non-traditional approaches to retail, marketing, customer service, sales and the world of entrepreneurship with audiences all across Canada and abroad.

Topic Presentations

Work Like An Entrepreneur!

Let's cut right to the point . . .

When you're running your own business, every single detail matters! Your customer service, your hustle, your passion, your expertise; these skills are all directly associated to the entrepreneur. In other words, if you don't succeed, you don't eat! It's this kind of passion-driven attitude that helps many entrepreneurs to excel in their businesses. Now that's all fine and dandy, but why can't the everyday employee apply these same target driven skills to the companies they work for?

In this keynote presentation, inspirational speaker and multi-award-winning entrepreneur, Daniel Lewis shares his insights and proven methods of how companies of any size can benefit by empowering their employees to think and work like an entrepreneur.

Through this high energy and very inspirational presentation, participants will learn -

- to reinstitute the mental and physical EFFORT back into their jobs
- to become a real CEO (Catching Every Opportunity)
- to take responsibility for the attitudes and to infuse passion, personality and purpose into their work!

Participants Will:

- Will learn how to reinstate mental and physical effort into their work.
- Learn how to observant and identify opportunities to help the company grow and succeed.
- Learn how small and consistent gestures can eventually determine the overall impact of a company or an organization.
- Explore how passion, personality and purpose play a huge roll in the overall performance of an individual.

How A Video Game Helped Me Live Smarter and Grow My Business!

One of Daniel's most requested keynote presentations today is "How Super Mario Helped Me Grow My Business." In this high energy, motivating presentation, Daniel walks the audience through his award-winning tea company's step by step growth journey, (successes & failures) using the characters from the timeless Nintendo video game Super Mario to represent and teach us all very valuable lessons in business and in life.

Of course, of course . . . you may be thinking, a video game? That seems a little to "under qualified" for an adult or seasoned professional! Daniel promises that participants will be amazed at the undeniable truths that are hidden in some of the most unexpected places.

The moral of Daniel's presentation is that life is like a slingshot. If we don't experience any setbacks, then we'll never be able to propel farther ahead in life or in our businesses. By facing life and all its ups and downs head-on, with a smile on our face. Daniel shares his "AHA" moment where life's misfortune taught him how to appreciate the NOW, Master the Miniature and Make Crazy Look Normal!

Participants Will:

- Learn how to identify their STAR POWER (Unique personality traits) and how to apply it to their jobs or businesses.
- Learn how to identify the KEY HELPERS in your life that are able to assist you in reaching the next level of success.
- Learn how to determine SUCCESS and redefine the word in a way that is more genuine to who you really are.
- Learn how to exercise our perceptive skills and becoming more aware of the opportunities that surround us.
- Learn how to take negative and tragic situations and turn them into motivating drivers of success.
- Learn how to redirect our focus on THE WHY WE DO rather than THE WHAT WE DO.

3 How To Become A Retail Magician (Mastering Customer Service)

In seven years, Daniel's tea company has grown from a one-man-show to a 5-star rated, household brand in the Greater Toronto Area and is becoming a name that is making an impact across Canada and internationally. By Daniel's successes and story have been featured on news stations across the country and have garnered so much attention from the media.

One of Daniel's most honorable achievements includes the royal honour of being invited to serve His Royal Highness Prince Charles a cup of tea during his Royal visit to Canada in 2017 to help celebrate Canada's 150th birthday! Cool huh! How did he do it? As Daniel would say, simply changing your perspective about customer service and focusing on people service is the recipe for success!

In this presentation Daniel will take the participants into realistic exploration of what "customer service" REALLY means in today's world and why it sucks so badly. Using interactive everyday examples, that are current to the audience/industry, Daniel will help participants to both see and understand why businesses that focus on getting "customers" usually cannot compete with businesses that focus on creating friends, followers and fans!

Participants Will:

- Go through a visual case study on how to stay true to the mission and focus of their business or their company.
- Learn how to build fans instead of customers.
- Complete and witness the interactive "Know it all test" to help build their communication and confidence levels.
- Learn how to make a positive long-lasting impression on their customers.
- Learn how to demonstrate OUT OF THIS world customer service and compete in the age of social media.

Marketing 101

After all, your business should be delicious!

Apart from being a multi-award-winning entrepreneur, self-published author and motivational speaker, Daniel just happens to know a thing or two about marketing and branding!

After 6 years of running a successful startup business, Daniel and his wife Renata went on to start a boutique marketing company called MARSketing. The company's primary focus is to help small to medium sized companies transform their brands into something desirable and delicious. Consumers are bored with traditional marketing and advertising. They want to learn something new, they want to stand by brands that are genuine.

In this presentation, Daniel will share his insights on how to brand yourself or your company like a SUPERSTAR! Daniel will highlight the benefits of focusing on the overall experience rather than the product and the services the company offers. Daniel will guide participants through the fundamentals of marketing, including:

- The Product
- The Price
- The Place
- The Promotion.

We'll discuss the most common mistakes for many businesses and lots more! A very beneficial presentation for any business looking to take their brand to the next level of awesome!

Participants Will:

- Learn how to brand themselves or their company like a superstar!
- Learn how to use the "Disney World" approach by marketing the experience to their end consumers.
- Learn the basics about marketing such as: product, price, place and promotion.
- Learn how to avoid the most common mistakes when building a business.

Intrapreneurship

Intrapreneurs are employees within any company or organization, large or small, that grow the company by adopting an entrepreneurial attitude within it. It can be an employee that has an innovative idea that helps to serve the marketplace, or development of a new service or technology to better serve clients.

Who said that you need to be self-employed to be an entrepreneur?

Intrapreneurialism is essential to help organizations adapt to changing times.

- How do you encourage it, marshal it, take full advantage of it?
- How do you invest resources and workforce hours to foster growth through it?
- How much money should you invest in a formal and informal intrapreneurial idea?

3M company has a formal Intrapreneurial Program. That's how they and a few innovative employees within it, profited by introducing "stick it" notes into the marketplace. Many organizations invest in research and development.

Participants Will:

- Learn how to institute and formal and/or an informal intrapreneurial program.
- How much work time can an organization afford to invest in intrapreneurialism.
- As a intrapreneurial employee, how can/should I approach my boss or senior administration to undertake a new program, service or to introduce a new product?

Bounce Back - The Capacity to Recover Quickly from Difficulties and Toughness.

Who is Daniel Lewis? Ask anyone around town today, they'll tell you, he's the "happy-go-lucky," smiling in his sleep, ambitious entrepreneur. Motivational speaker. Retail Magician! A couple business ventures, a couple awards, not too shabby on the popular scale. Daniel Lewis has moon walked across stages while accepting awards. paraded the streets in blue leotards with iced tea samples strapped to his back and has served up his well-known tea blends to Hollywood celebrities, influencers and even royalty. Coasting through life's everyday adventures, one could easily say Daniel is living the Canadian Dream!

But what would he say?

High school drop out. Gang fights. Drugs. Guns. Charges. Working dead-end jobs, fighting for his life when tragedy suddenly strikes. This was far from a dream. He would say, "I'm just a simple kid with a desire to impact people's lives in a positive way." After being thrown into a whirlwind of unexpected events, his story has now become his message of inspiration and motivation to anyone who has ever felt helpless, hopeless and given up on their dreams. Resilience is the message, and today Daniel's passion is sharing it with audiences across the country and beyond.

Negotiation In Business “Negotiate Like A Ninja!”

Bricks To Clicks - How to Transform Your Brick & Mortar Store Into An Online Store In 7 Easy Steps!

The era of technology is well upon us and it's time to get your business up to speed! If you've ever been on the fence about transforming your physical store into an online store or you're simply looking to launch your very first E-commerce site, it has never been easier and the time has never been better! Join Daniel Lewis, Co-Founder of the multi award winning tea company T By Daniel, as he shares how his company went from bricks to clicks and 6 easy steps on how you could do the same.

TRAGEDY TO TRIUMPH

Daniel Lewis, entrepreneur, author and survivor, shares his compelling story of how he went from being an aspiring musician, to fighting for his life, and then finding meaning and purpose in the most unexpected places. Change is inevitable, and never easy. But adaptability is an important skill we can learn to embrace change and welcome new beginnings with courage.

Sales Presentation

Daniel has a non-traditional take on how to increase sales, from an entrepreneurial and people focused perspective. Daniel dives into the topics that indirectly yet undeniably influence buying behaviours, while also create a lasting impact on your customers/ clients: including the art of experiences, the C.A.R.E approach, and the strategy of empowering staff to think and work like entrepreneurs.

Customer Service

In a rapidly shifting economy, experiences are the new currency! Creating unforgettable experiences, and making memories are just the tip of the iceberg in what makes the difference between a good business and a great one. Over the years in working head on with customers, Daniel has amassed 5 star ratings on google and facebook for his approach to the customer experience. Using his experience in entrepreneurship and retail, Daniel will motivate and empower your staff to look beyond the customer and see an opportunity to make an impact, and to look beyond the sale to seeing an opportunity to build a relationship.

Creative Marketing

How do you market to the digital age? What connects with the current and emerging generations? Author, entrepreneur and tea master Daniel Lewis shares his insight on the non-traditional approaches to marketing that resonate with today's buyers. With topics ranging from making social media count, to building genuine (long lasting) relationships, Daniel will expose the secrets of a generation that just wants to feel that they are valued.

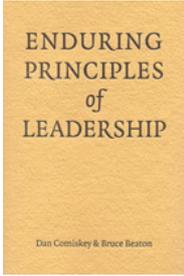
Authentic Branding

Do you feel like your company's mission is meaningful, yet not being communicated effectively? Is your brand a true reflection of who you are today? Personal Branding Expert and entrepreneur Daniel Lewis shares the ins and outs of the value of branding, and how to make sure you are connecting with your audience in an authentic way, that resonates and leaves a positive impact. Using his personal experiences in entrepreneurship, Daniel will touch on topics including building a brand that encourages relationship building, accessibility and accountability, and all the other key factors that influence the end user in today's marketplace.

Change Management

Daniel Lewis, entrepreneur, author and survivor, shares his compelling story of how he went from being an aspiring musician, to fighting for his life, and then finding meaning and purpose in the most unexpected places. Change is inevitable, and never easy. But adaptability is an important skill we can learn to embrace change and welcome new beginnings with courage.

Books



How

Testimonials

"Daniel's presentation was dynamic and engaging!"

Alexis Ramgulam, Prince's Charities of Canada

"We really enjoy having Daniel speak to our audience. He is a very engaging speaker!"

Christine McCaw, Humber College

"You made a huge impact on the kids and inspired them to be better! The feedback from your talk was top three of all time! Absolutely Awesome!!! I expect you have heard this many times, but you are one of the best marketing people I have ever met!"

Greg McGovern, Wyeld & Ross Career Transition Management

"Just finished listening to Daniel's presentation... AWESOME! Our clients were so impacted!"

Sarah Graham, Region of Peel

"One of the most impactful speakers I've ever heard!"

Skye Bowen, David Suzuki Secondary School

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