



Donald Purnell

THE RESTAURANT COACH™

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**SPEAKER**  
**CONSULTANT**  
**AUTHOR**

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# ABOUT

Donald Burns is The Restaurant Coach™

**Named one of The Top 50 Restaurant Experts to Follow in 2018 and one of 23 Inspiring Hospitality Experts to Follow on Twitter. He is the leading authority, speaker, and international coach on how restaurant owners, operators, and culinary professionals go from just good to becoming outstanding. A former USAF Pararescueman (PJ), restaurant owner, and Executive Chef with Wolfgang Puck, he has the unique skills to break restaurants free from average and skyrocket them to peak performance. He works with restaurants that want to build their brand, strengthen their team, and increase their profits.**



# FROM CLIENTS

Fresh feedback from sessions.

"I attended 3 of your education sessions at the L.A. Convention Center 'Western Foodservice Expo' and they were some of my best experiences of that three day show, thank you."

"Donald delivers a high value and very dynamic presentation that keeps my customers asking for more. It's helped us in creating deeper relationships with our customers."

"Donald is a remarkable speaker! His sessions are well attended and always receive positive feedback from our attendees! Not only is he a pleasure to work with, but he connects with the audience and brings new content that attendees can take home and use right away. His compassion for the industry stands out when he speaks and we look forward to having him at our conferences as a valued speaker!"



# 2018 PROGRAMS

This year's topics are centered around his book *Your Restaurant Sucks!*



**Competition Sucks! How to 10X Your Restaurant and Dominate Your Market NOW!**

**The Culture Cure: Create a Culture That Wins!**

**What Makes an Outstanding Restaurant or How to Have Your Restaurant Suck Less!**

**Special Opes Lesson for Restaurant Owners: How to Adopt a Warrior Mindset for High Stakes Markets**

**7 Rules for a KickAss Restaurant: Get the Restaurant You Want Today!**

# TOP REASONS

To book Donald for your event:

Over 38 years experience in the restaurant industry as a restaurant owner, and as an executive chef for Wolfgang Puck.

Donald will help market your event through his vast social media networks.

You will receive constant communication via phone and email so you know exactly what to expect. We'll dial in and customize the program to best fit your audience.

Donald's straightforward approach and delivery is well received in today's market.



**INDUSTRY  
EXPERT FOR...**



**MODERN  
RESTAURANT  
MANAGEMENT**





**MADRID**

**NYC**

**LA**

# BONUSES

All programs include:

Access to its own companion online course which includes video lessons + downloadable workbooks + a 30-Day action plan. (\$1500 value)

60 Minute VIP Round Table with your top 10 leaders or customers. (\$2500 value)

30 Day VIP Access to his Inner Circle Club at The Restaurant Coach™ University. (access to over 10 online programs \$10,000 value)

Buy 100 Hardcover books for your event and get any program at special pricing.



*His book in Kindle and Paperback are best sellers on Amazon. Your attendees can leave with an exclusive signed hardcover edition from the program.*

**Book The Restaurant Coach™ for Your Next Conference or Event!**

**Call (505) 603-3903 | [donald@therestaurantcoach.com](mailto:donald@therestaurantcoach.com)**

**[www.therestaurantcoach.com](http://www.therestaurantcoach.com)**