



# CAPITOL CITY SPEAKERS BUREAU

*We help you thrill your audience!*

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## Michael Bergdahl

*Travels from:* Pennsylvania

*Fee Range:* \$10,001 - \$15,000

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Michael Bergdahl is a professional international business speaker, author and turnaround specialist. Bergdahl worked in Bentonville, Arkansas for Wal-Mart, as the Director of "People" for the headquarters office, where he worked directly with Wal-Mart's founder Sam Walton. It was Sam Walton who gave Bergdahl the nickname, "Bird Dawg!"

Previous to Wal-Mart he worked in the FMCG Industry for PepsiCo's Frito-Lay Division in the sales organization and headquarters staff assignments. He's an experienced turnaround specialist who has participated in two successful business turnarounds at American Eagle Outfitters and Waste Management.

Michael Bergdahl is considered an authority on Wal-Mart Competition. He has appeared on CNN, CNBC, CNN FN, MSNBC, CNN International, CBS National Radio and Bloomberg TV. He has participated in internationally televised news debates on "Power Lunch," "On the Money," "Morning Call" and "Closing Bell." Articles written by him, articles written by others about him and his books, have appeared in business newspapers and magazines around the world. He maintains a Wal-Mart Competition News Blog and 365 Daily Business Inspirational Quotes.

He wrote his first book about "The Strategies of the World's Largest Company" entitled *What I Learned from Sam Walton: How to Compete and Thrive in a Wal-Mart World*. His second book is written about "The Tactics of the World's Richest Man" entitled, *The 10 Rules of Sam Walton: Success Secrets for Remarkable Results*. His books were published and distributed internationally by John Wiley & Sons. Translated versions of his books are available in Russian, Vietnamese, Thai, Indonesian, Romanian, Korean, Simplified Chinese, Traditional Chinese and Spanish.

His international speaking experience includes:

- Brisbane, Australia
- Beijing, China
- Melbourne, Australia
- Vancouver, British Columbia
- Toronto, Ontario
- Mont Tremblant, Quebec
- Caracas, Venezuela
- Bogotá, Colombia
- Panama City, Panama
- Cologne, Germany
- Istanbul, Turkey
- Malaga, Spain
- Moscow, Russia
- Port Douglas, Australia
- Santiago, Chile
- Durban, South Africa



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## Michael Bergdahl continued

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Michael Bergdahl is a Professional International Business Speaker with substance, who is one part business, one part inspiration and one part storyteller. He presents keynote speeches, half day programs and full-day "Master Classes." In his speech, "Growing Your Business the Sam Walton and Wal-Mart Way" (a.k.a. Picking Wal-Mart's POCKETS), he unveils the best practices of Wal-Mart and the success secrets of Sam Walton. Your conference attendees will learn "The Tactics of The World's Richest Man, Sam Walton" and "The Strategies of Wal-Mart, The World's Largest Company." He customizes his speeches or workshops to fit your conference theme and designs his speeches to provide tools audience members can use.

### *Most Requested Programs...*

- Sam Walton's Strategies for Business Success in Tough Economic Times©
- Picking Wal-Mart's "POCKETS"©: Strategies of the World's Largest Company
- The 10 Rules of Sam Walton©: Tactics of the World's Richest Man
- Growing Your Business The Sam Walton & Wal-Mart Way©
- AntidisestablishmentWalMartarianism©
- Change/Challenge/Choice©