

## Biography

### Lauren Midgley



**Lauren Midgley**, speaker, author and business consultant, based in Dallas-Ft. Worth, Texas began her consulting company in 2010 after serving 25 years in the corporate world. She held a variety of executive positions in Sales, Marketing, and Franchise Recruiting and Development for two Fortune 500 companies: Deluxe Checks/Safeguard and ADP. Lauren's main focus at Deluxe was to assist the franchise owners grow their business through sales, marketing and building a sales team.

**As a speaker**, Lauren speaks to business groups on the topics: Productivity, Accountability culture, and Profitability Impact.

She shares how the techniques used in franchising can be applied to create success in other types of businesses. She engages the audience through interaction, thought provoking questions and her enthusiasm. She is known for her high-content, high-energy keynotes that get results. What makes a difference in her presentations is her real-world stories and actionable strategies. In the past four years, Lauren has spoken to over 300 groups and 5,000 people to influence their point of view on sales, marketing and productivity.

**As a published author** of three books: *It's 6 a.m. and I'm Already Behind –Strategies to Get Caught Up*; *Masterminding Our Way* and *Successfully Failing at Procrastination*. Lauren shows the passion to inspire and instruct others on how to overcome being overwhelmed, deal with roadblocks and ultimately feel accomplished. She shows them how to **focus** and be successful in their business and life.

**As a consultant**, Lauren works with independent business owners and companies throughout the United States. She delivers her impactful message through her speaking presentations, small group coaching, workshops, and mastermind groups. She and her clients determine what method is the best way to transform the team. Acclaimed for her "no-nonsense perspective" and a clear communicator, Lauren enthusiastically ignites her audience to shift their thinking.

She is a professional member of National Speaker Association of North Texas and is a Board of Director. She worked in the franchise company for over 17 years and acquired the distinction as a Certified Franchise Executive from 2007-2014. Lauren holds a MBA degree from Golden Gate University and an undergrad degree in Marketing from Arizona State. One of her passions is speaking to youth on Leadership and Communication. For the past three years, she has led a local Chamber event called the Business Insight Series, where local speakers provide meaningful content to local businesses.

#### Contact Information:

Email: [Lauren@LaurenMidgley.com](mailto:Lauren@LaurenMidgley.com)  
Phone: 817-965-4244  
Website: [LaurenMidgley.com](http://LaurenMidgley.com)  
Company: Lauren Midgley International