



MICHAEL J. MCFALL

LOVE, LEAD, AND GROW

Learn more at www.michaeljmcfall.com



ABOUT MIKE

Co-Founder and Co-CEO
of BIGGBY® COFFEE

Mike doesn't have an MBA and isn't a workaholic. His favorite car is a VW and his favorite watch is a Casio. He is a thought leader in conscious business and promoter of love in the workplace, prioritizing people and purpose over business jargon and fancy presentations.

While ultra-wealthy business tycoons, startup entrepreneurs, and management and leadership consultants are busy focusing on the bottom line, McFall offers pragmatic, human-centric solutions forged from real-world experience. Mike's career began in 1996 in the fresh, high energy, fun capacity of minimum-wage barista at BIGGBY® COFFEE. Mike still claims to be the world's greatest barista! In subsequent years he's held every position within the company, including his current title as Co-Founder & Co-CEO (May 2016).

Mike's business story began in the Spring of 1997 on a walk with his Co-Founder, Robert Fish. At the time, BIGGBY® had one location. As the duo talked, the conversation quickly shifted from managing a second store to laying the foundation for significant expansion of the BIGGBY® brand. With a simple handshake, they became partners, and after many years and some blood, sweat, and tears, they have built a powerful brand in coffee retail.

The journey hasn't always been easy.

As BIGGBY®'s brand grew and became more prolific and profitable, adding new hires and opening new locations, employee morale plummeted. People were leaving without notice (ghosting in today's vernacular) and abandoning their jobs because of the toxic environment. The midnight move-out culture became a catalyst for change.

It was at this point that Mike met Nathan Havey, a humble and wise leader who is known in BIGGBY® lore as the "shaman in the woods," during a camping trip in northern Michigan. Around a campfire, they exchanged thoughts on leadership, stakeholder capitalism and the importance of developing company purpose. Mike and Bob hired Nathan as a conscious capitalism consultant and their five-year relationship has fostered cultural change, including cultivating love as the backbone of BIGGBY® COFFEE, and developing a powerful purpose "to support you in building a life you love."



Having spent the last 26 years helping hundreds of people open and operate successful coffee shops, McFall understands that people are the most important ingredient to any successful enterprise. That's why he doesn't just offer a better business plan. Mike helps leaders understand the importance of purpose and create businesses that will transform the world and improve people's lives.

Mike is in the midst of writing a three-book series. McFall wrote and published the Inc. Original books, *Grind* (2019), with the mission to help founders and entrepreneurs take their business from concept to cash flow, and *Grow* (2023), a strategic blueprint for business owners to transform from bootstrapping entrepreneur to leader. *Grow* advocates throwing out everything that made you successful as an entrepreneur because leadership is a different and much more complicated endeavor and to reach the point of stability and sustainability, a leader must go through a powerful transition. Mike will begin writing the final book in this series in 2024.

Mike sailed the world with the Class Afloat program during his high school junior year, attended Kalamazoo College where he spent a semester studying in Freetown at the University of Sierra Leone and graduated in 1993 with a bachelor's degree in economics. A public speaker who seeks to share his story and unique business perspective, Mike currently teaches the class 'Finding Your Venture' at The University of Michigan Center for Entrepreneurship. In it, Mike guides students through a high-energy, interactive look at what it is like to begin and run a successful start-up, from picking a problem to solve, to business model and formation, revenue generation, and marketing, Mike's students experience a simulation of what it is like to bootstrap a business.

Mike has been playing in and managing his beer league hockey team for 26 years and his "Moonshot" is to one day own the Detroit Red Wings. When Mike is not spearheading BIGGBY's newest business venture or writing his latest book, he can be found in Ann Arbor, Michigan, with his wife, Elizaveta, and their four children.

Learn more at www.michaelmcfall.com

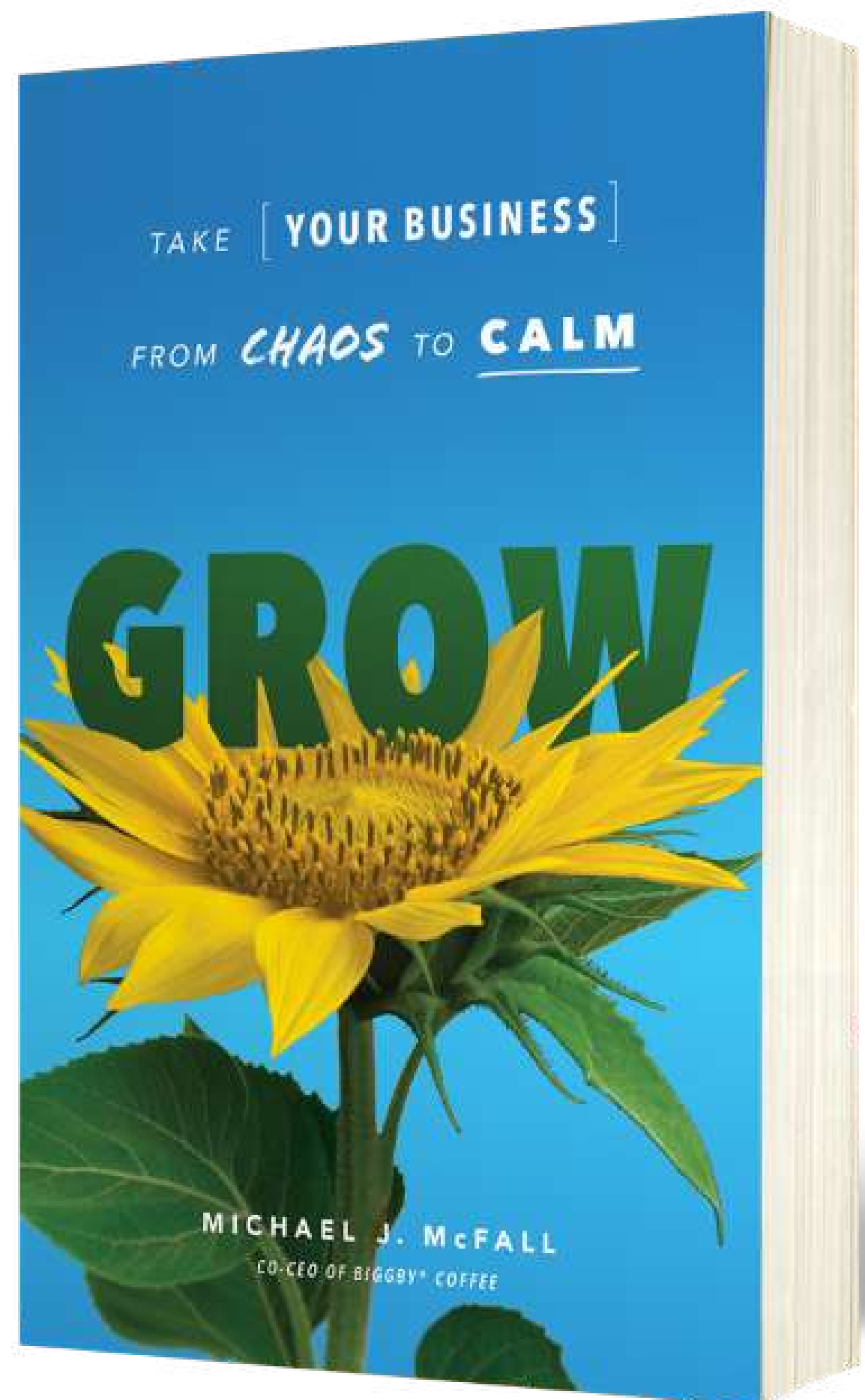
GROW

By: Michael J. McFall

Published: 2023

TAKE YOUR BUSINESS FROM CHAOS TO CALM

Grow: Take Your Business from Chaos to Calm, the second book in Mike's three-book series, picks up where Grind leaves off—when an entrepreneur is in the bootstrapping phase and asking, "What's next?" The book offers a strategic blueprint for entrepreneurs trying to reach the promised land of stability and sustainability in their businesses.



In *Grow*, Mike offers insights on accomplishing that critical next step: becoming a leader. *Grow* emphasizes that the leader is the most important part of a successful, and sustainable, business, and shares tips on how to develop future leaders, and cultivate a nurturing, loving workplace culture for your people.

Filled with real-life examples from Mike's 26 years of experience, *Grow* plants the seeds to help readers recreate themselves as the leaders their organizations need them to be and take their business from chaos to calm.

Visit www.michaeljmcfall.com/grow for more information



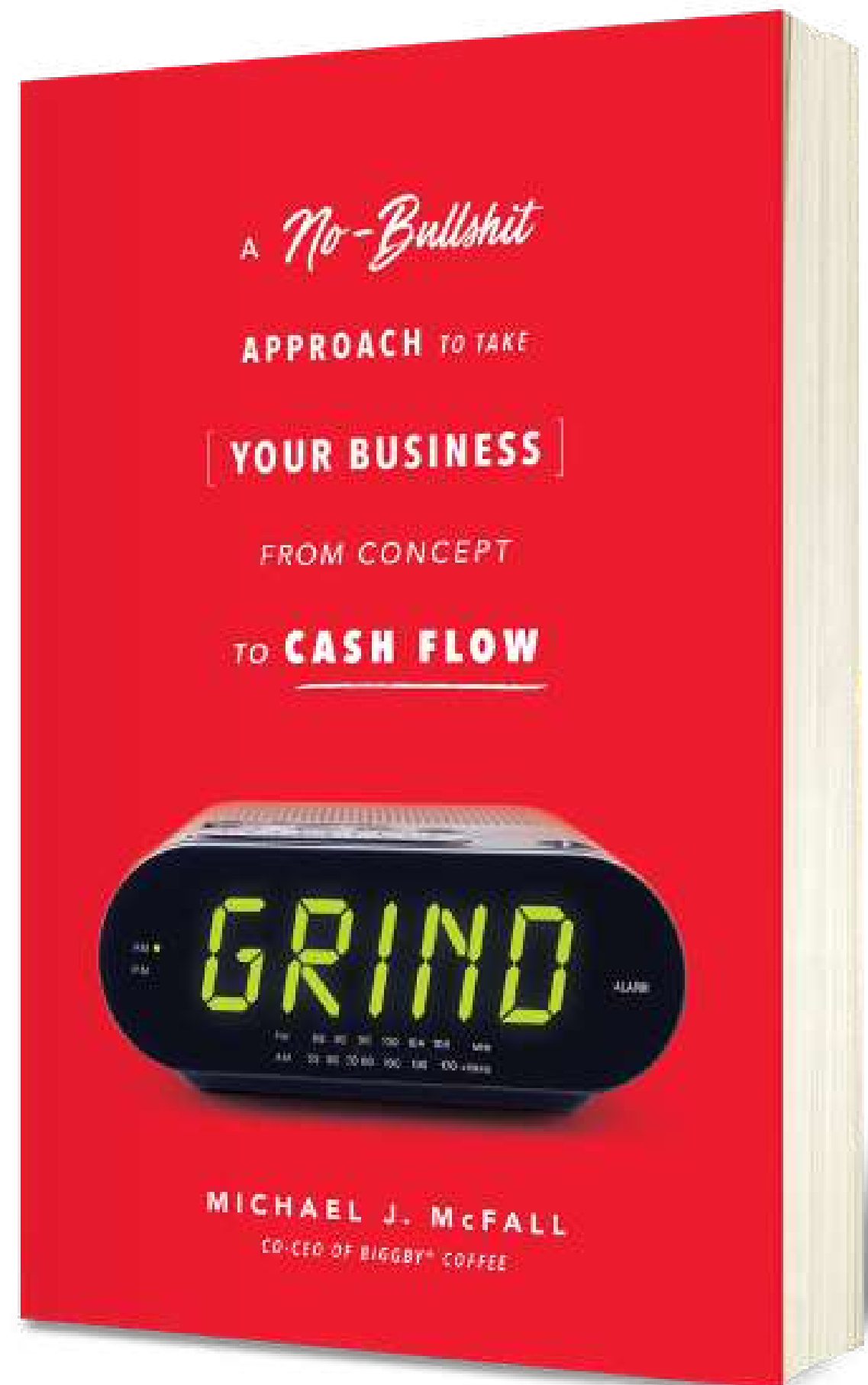
GRIND

By: Michael J. McFall

Published: 2019

A NO-BULLSH*T APPROACH TO TAKE YOUR BUSINESS FROM CONCEPT TO CASH FLOW

Grind: A No-bullsh*t Approach to Take Your Business from Concept to Cash Flow, the first book in McFall's three-book series, offers a practical guide to starting a new business by skipping the MBA and going right to the nuts and bolts of building a successful, self-sustaining company.



Filled with down-to-earth anecdotes, common-sense strategies, proven ideas and powerful calls to action, Grind provides the insight and expertise aspiring entrepreneurs need to turn their start-up dreams into positive-cash flow.

Grind seeks to bring readers into the spirit, the ethos, and the mentality it takes to be a successful entrepreneur. The book first pushes readers to examine their own strengths and weaknesses and analyze how they will impact their start-up. It then emphasizes the importance of evaluating those weaknesses and strengths and committing to be the leader that the business needs.

Visit www.michaeljmcfall.com/grind for more information.





BIGGBY® COFFEE exists to support you in building a life you love—whether that's serving you a beautiful cup of coffee, or as dynamic as attending a Life You Love Workshop, we are here for it! BIGGBY® COFFEE, a powerhouse in the coffee industry, is well established and is one of the fastest growing coffee brands in America.



Bob and Mike in front of the original store.

As Co-Founder and Co-CEO of BIGGBY® COFFEE, Mike has partnered with Bob Fish for over 26 years. It seems like a fanciful tale, their relationship started with a handshake 26 years ago, yet here we are today—and Bob and Mike still feel like they are just getting started.

Mike's journey with partner Bob Fish has been a beautiful success story. Typically, an entrepreneur's goal is build it, scale it, and liquify. Bob and Mike have a different aspiration: they want to leave a powerful legacy. As advocates of Stakeholder Capitalism, they are using BIGGBY® to show the world that business can be done in a powerful new way.

BIGGBY® COFFEE, based in East Lansing, Mich., was started with a single store on March 15, 1995. One year later, and on the cusp of opening a second location, Bob Fish and Michael McFall, on a handshake and \$4,000, decided to partner and grow the brand.

Cultural values like Make Friends, Have Fun, B Yourself, and Share Great Coffee help coffee-lovers and the coffee-curious alike benefit from a less pretentious and fun approach to the standard gourmet cafe paradigm. Besides connoisseur-worthy drinks with names like Teddy Bear® and Caramel Marvel®, BIGGBY® COFFEE baristas provide a unique experience focused on brightening their customers' day and supporting them in building a life they love. The "Big 'B'" on the orange background caught on, and today BIGGBY® COFFEE has 350-plus cafes across many states, including Michigan, Ohio, Indiana, Illinois, Virginia, North Carolina, South Carolina, Wisconsin, Kentucky, and Florida.



Mike celebrating with Area Representative and Franchise Owner, Jim Stewart.

Learn more at www.michaeljmcfall.com



LifeLab™: The Life You Love Laboratory™

At BIGGBY® COFFEE, we like to say we aren't really in the coffee business. Of course, we sell the world's best coffee, but that's because we love how coffee brings people together.

We are a PEOPLE business with a coffee obsession. And we exist to support PEOPLE in building lives they LOVE. The Life You Love Laboratory team at BIGGBY® COFFEE, or LifeLab for short, is sort of like the research and development department for tools and support for building a life you love.

Sometimes the biggest challenge is just knowing where to start. BIGGBY® COFFEE and the LifeLab team are here to help with that. Our Life You Love Assessment might help you figure out if there is an area of life that you'd like to work on. And if you ARE ready to get to work, take a look at our 2-hour Life You Love Seminars. They are a launchpad for exploring the life you're building for yourself and a great introduction to this kind of work. If you want to dive all the way in, check out our Life You Love Workshops. Workshops are in-depth 6-week programs that will help you to explore opportunities to make positive change in your daily life and then take action.

the MOONSHOT Guidebook

A Launchpad to Your Higher Purpose

The MOONSHOT Guidebook is a handbook created by Mike and the LifeLab team, specifically Laura Eich and Jeremy DeRuiter. Originally an internal BIGGBY® COFFEE guide built for employees to step into the art of visioning, it wasn't intended for public consumption. Over time, franchise owners showed interest in learning more. When Conscious Capitalism press wanted to publish it under their banner, the MOONSHOT Guidebook became available to the world.

The MOONSHOT Guidebook walks the reader through a process of visioning. What visioning does generally, and the MOONSHOT Guidebook does specifically, is help the reader visualize a positive future and identify steps to make that future a reality.

The MOONSHOT Guidebook is a powerful tool for anyone who wants to live a life they love.

Learn more at www.michaeljmcfall.com

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