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Michael Hoffman's Biography

Michael Hoffman is President of Igniting Performance. A Dallas based company that specializes in the skills of sales, customer loyalty and leadership. Over the last 20 years, Michael has delivered professional speaking engagements and customized training to organizations across this country and abroad.

With a highly interactive style, Michael's unique delivery cements his expertise in the minds of his attendees to ignite the tactics and techniques necessary to approach their jobs "on purpose" with an attitude of ownership and professionalism. Michael uses his rich background to drive home his message that business is and will always be about "people". "How we approach our customers both internal and external will set us apart from all our competition."

Effective training combines the right informational tools with the right amount of motivation. Motivation alone is fleeting, but the right tools without motivation are lifeless... He provides both - therefore, getting results that matter. His highly contagious passion for business has earned him the loyalty of many repeat customers such as Bank of Montreal, Aflac, ALLTEL, Knight Ridder, KRLD Radio, Ericson, SYSCO Foods, Dryers Grand Ice Cream, VHA, Novation, Comcast, California Press Association, and many, many more.

As a proud father of four young adults in college, yes I said, four in college, Michael is committed to igniting performance in your business (or any other excuse to keep the bills paid.) He, his wife of 30 years, and the revolving residence of his college children and their tuitions reside in Carrollton, Texas.