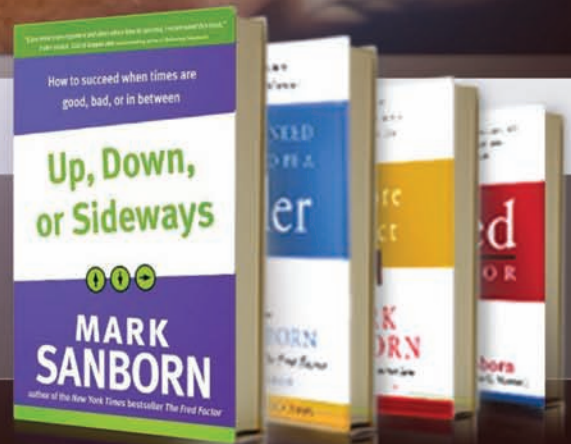


MSA
MARK SANBORN
CSP, CPAE

Helping Leaders at Every Level
Turn Ordinary into *Extraordinary*

MARK MSA SANBORN
CSP, CPAE

Make the outcome of your next event a true success by selecting Mark Sanborn, the award-winning, world-class speaker, best-selling author and nationally recognized leadership expert.



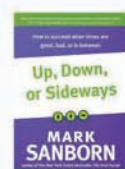


Powerful Speaking Presentations to Incite *High-Impact Leadership, Extraordinary Service and Remarkable Performance*

Give your audience specific processes for turning the ordinary into the extraordinary. As an international bestselling author and noted authority on leadership, team building, customer service and change, **Mark Sanborn will teach your audience to:**

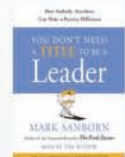
- Make a bigger, bolder difference through leadership.
- Discover opportunities to succeed regardless of circumstance.
- Go beyond pursuing goals to achieving their full potentials.
- Build relationships and create value for customers and colleagues.
- Reinvent your business and their lives.

MARK SANBORN'S Most Requested Presentation Themes



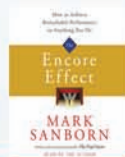
Up, Down, or Sideways

Discover practical ways to prepare for and deal with change—good, bad or otherwise—by focusing on the mindsets and methods that never change.



You Don't Need a Title to be a Leader

Inspire people who aren't titled leaders to take responsibility, lead when it is appropriate and improve their individual performance to create amazing results.



The Encore Effect

Achieve the kind of extraordinary job performance that leaves your customers, colleagues and community clamoring for more.



The Fred Factor

Discover the passion to reinvent your business and life by taking responsibility, building relationships and creating new value for customers and colleagues.



(Your Title Here)

Whether it's high-impact leadership, extraordinary customer service, stellar sales or enhancing teamwork, Mark is a master at tailoring any presentation to your desired outcome.

PRESENTATION THEME

UP, DOWN, OR SIDEWAYS:

How to Succeed When Times are Good, Bad, or In Between

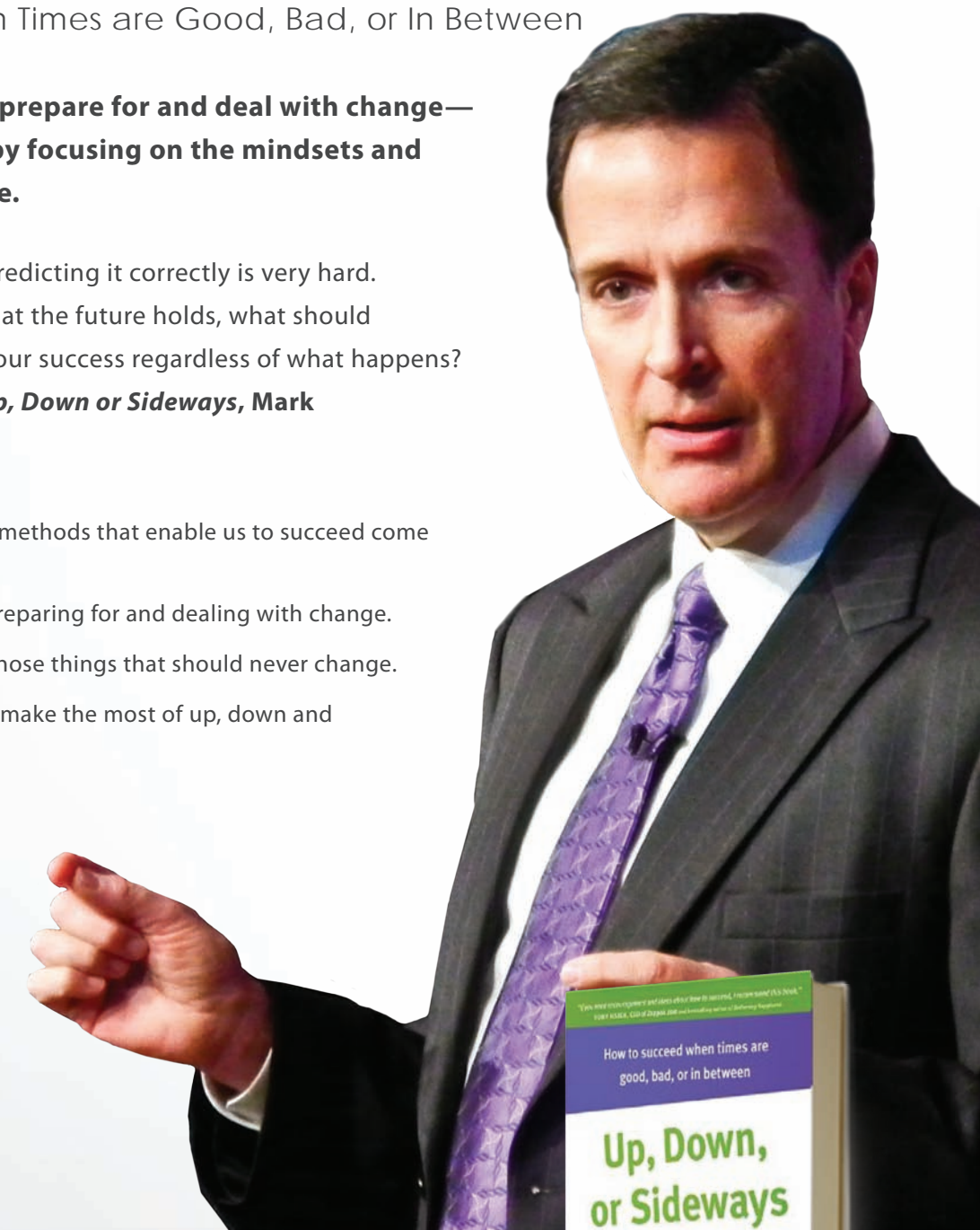
Discover practical ways to prepare for and deal with change—good, bad or otherwise—by focusing on the mindsets and methods that never change.

Predicting the future is easy; predicting it correctly is very hard. Since we can't be certain of what the future holds, what should we always be doing to ensure our success regardless of what happens?

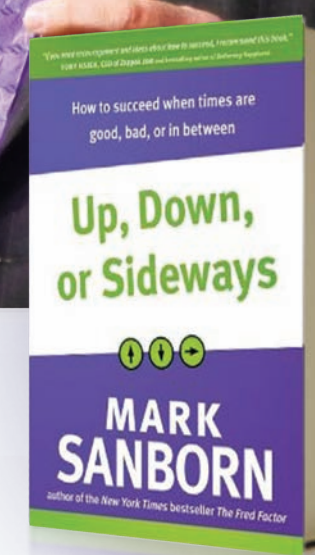
Based on his newest book, *Up, Down or Sideways*, Mark Sanborn's presentation:

- Examines the mindsets and methods that enable us to succeed come what may.
- Teaches a practical way of preparing for and dealing with change.
- Helps listeners to focus on those things that should never change.
- Shows the audience how to make the most of up, down and sideways situations.

In this program, Mark shares his own story of a series of downturns, identifying the mindsets and methods that will help listeners discover opportunities to be successful in any situation.



Find out how to succeed in spite of any circumstance—up, down, or sideways!



THE FRED FACTOR:

How Passion in Your Work and Life Can Turn the Ordinary into the Extraordinary

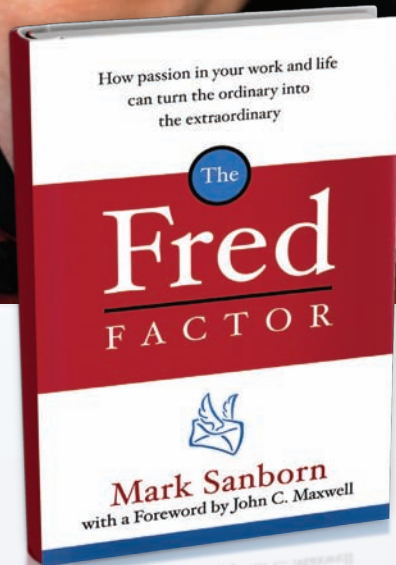
Discover the passion to reinvent your business and life by taking responsibility, building relationships and creating value for customers and colleagues.

Everyone makes a difference — the only question at the end of the day is, “What kind of difference did you make?” **Based on Mark’s internationally bestselling book on customer service, *The Fred Factor*, this highly motivational presentation shows you how to:**

- Reinvent your business and life regularly by personal responsibility.
- Build better relationships with customers, colleagues and others.
- Continually create new value by replacing money with imagination.
- Outthink your competition rather than outspend them.

This program is a powerful way to get everyone from frontline employees to upper management focused on the importance of self-responsibility and creating new value for those with whom we work and live. This presentation goes beyond the workplace to show listeners how to enrich their personal lives, as well.

Transform your life from the ordinary into the extraordinary by bringing fresh energy and creativity to your life and work!



YOU DON'T NEED A TITLE TO BE A LEADER:

How Anyone, Anywhere, Can Make a Positive Difference

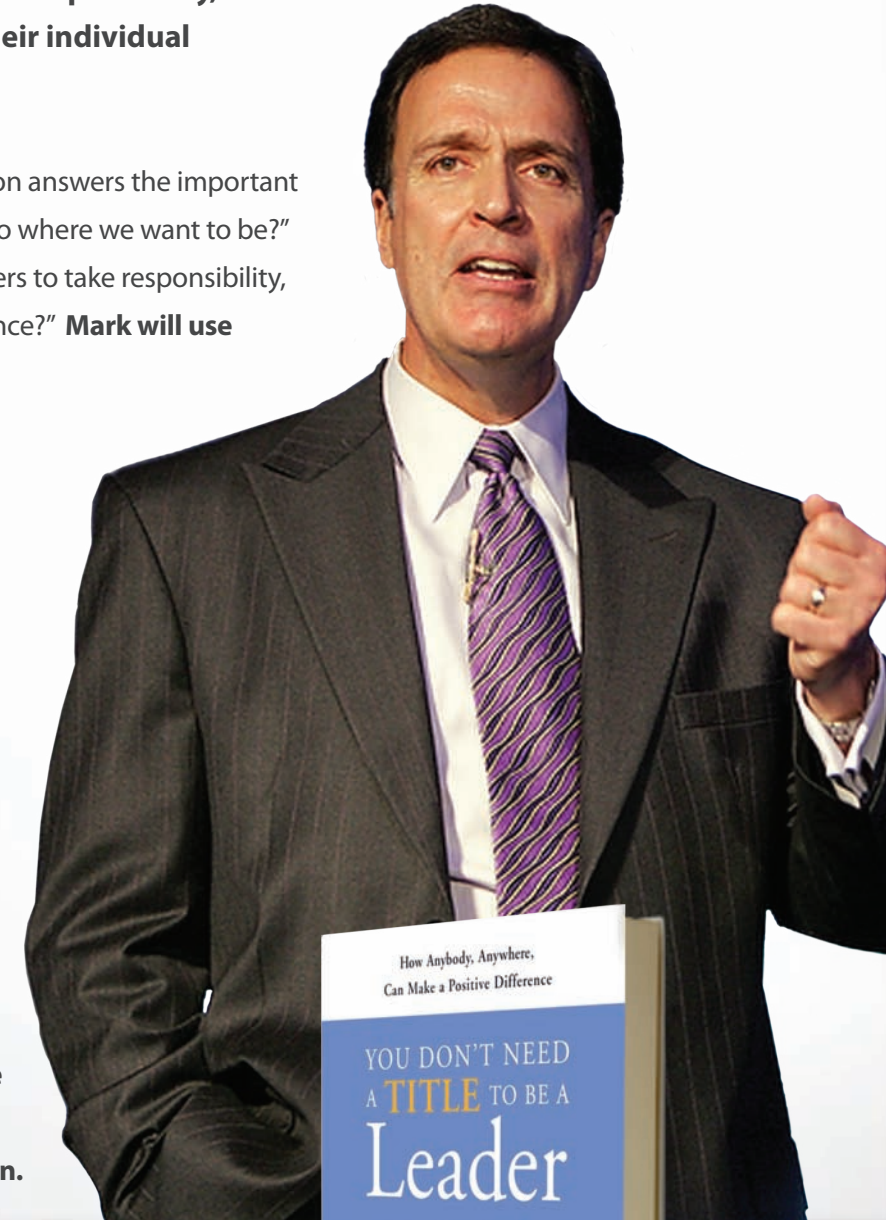
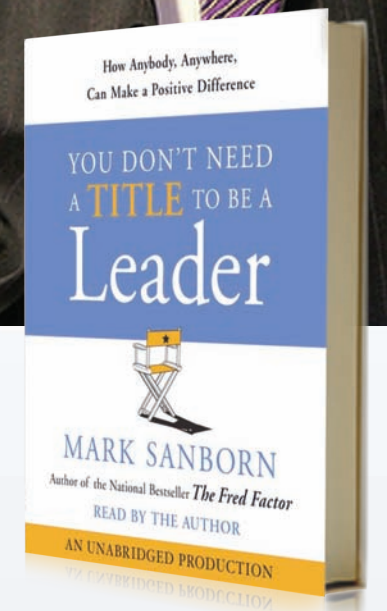
Inspire people who aren't titled leaders to take responsibility, lead when it is appropriate and improve their individual performance to create amazing results.

Mark Sanborn’s high-impact leadership presentation answers the important questions of: “How do we get from where we are to where we want to be?” and “How do we get people who aren’t titled leaders to take responsibility, lead when it is appropriate and improve performance?” **Mark will use his leadership expertise to help your audience:**

- Go beyond merely pursuing goals to achieving full potential.
- Lead effectively—whether they have the title or not.
- Discover the six skills that all leaders use for Increasing ROI (Relationships, Outcomes and Improvements).
- Learn the essence of how to lead, or lead better.
- Acquire the skills and strategies to go back and create a team of leaders rather than just a team of followers.

This program presents a practical blueprint for creating leaders at every level in your organization and reaching new heights. **Based on Mark’s book, *You Don’t Need a Title to Be a Leader*, this message will resonate with those who aspire to make a positive difference— regardless of title or position.**

Become a leader in your own daily life and make a positive difference—whatever your title or position!



PRESENTATION THEME

THE ENCORE EFFECT:

How to Achieve Remarkable Performance In Anything You Do

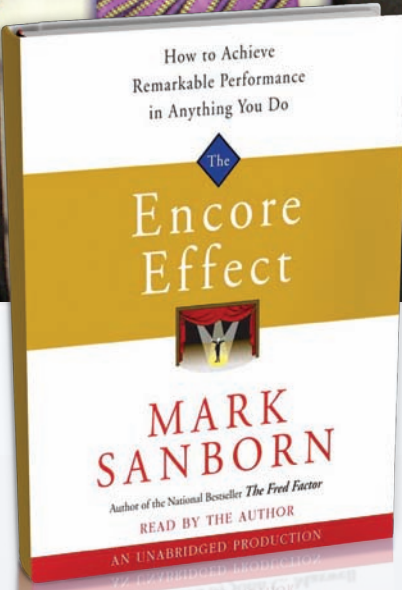
Achieve the kind of extraordinary job performance that leaves your customers, colleagues and community clamoring for more.

This high-content program presents "The Process" that will virtually assure a remarkable performance. **Drawing on the belief that passion is the fuel for a remarkable performance and his book, *The Encore Effect*, Mark Sanborn will:**

- Explain the four sources of passion that fuel remarkable performance.
- Identify the skills that extraordinary performers use: preparation, practice, performance, polish and the ability to overcome pitfalls.

Mark teaches the same methodology for achievement that he has used to become a bestselling author, hall-of-fame speaker and a leading authority on leadership, service and turning the ordinary into the extraordinary.

Command an encore in everything you do, leaving customers, colleagues and community clamoring for more!



PRESENTATION THEME

(YOUR TITLE HERE:)

Turning the Ordinary into the Extraordinary: Leadership, Customer Service, Sales or Teamwork

Whatever the desired outcome, Mark Sanborn is a master at tailoring any presentation to the needs of you and your audience.

After 25 years of speaking, consulting and writing, Mark has a depth of material to use in crafting a message specific to your organization and environment. Based on your objectives, **Mark can customize an existing program around your meeting theme or develop a presentation unique to your group, delivering:**

- An opening keynote, closing keynote or general session presentation.
- Energy, enthusiasm and unsurpassed expertise.
- A memorable, educational and motivational experience.

Mark's areas of expertise include high-impact leadership, extraordinary customer service, stellar sales and enhancing teamwork.

Drive your audience to turn the ordinary into the extraordinary through leadership, customer service, sales or teamwork!



“Leadership is Not Power Over People... It's Power **With** People.”

PRACTICAL, CUTTING EDGE INSIGHT

Delivered with Expertise and Eloquence

MARK SANBORN, CSP, CPAE

Mark Sanborn is an internationally recognized authority and best-selling author on leadership, change and customer service, who has personally led elite organizations.

World Class Speaker

As an award-winning, world class speaker who has engaged more than 2,400 audiences, Mark holds the Certified Speaking Professional (CSP) designation and is one of the youngest inductees into the Speaker Hall of Fame (CPAE). He is a member of the exclusive Speakers Roundtable, representing 20 of the top speakers in the country today.

When you engage Mark, your event is guaranteed powerful content delivered in an engaging, cutting-edge format. Mark is known for expertly tailoring his speaking engagements to meet the individual needs of his clients. His ability to inspire real results, combined with his energy, enthusiasm and unsurpassed expertise, will leave a positive and lasting impact on your audience.

Best-Selling Author

Mark has published extensively in the areas of leadership, change management, teamwork and service strategy. He is the author of eight books, including his international best-seller, *The Fred Factor*, which serves as an insightful guide to creating value and meaning in your work, life and the lives of those you impact.

Mark's recent release, *Up, Down, or Sideways*, drives readers to discover practical ways to prepare for and deal with change—good, bad or otherwise—by focusing on opportunities to succeed in any circumstance. He is also the author of *You Don't Need a Title to Be a Leader*, which inspires leadership at every level, regardless of formal title.

Over 2,400 audiences—in every state and a dozen countries—have sought Mark's expertise. He is an international bestselling author and authority on leadership, team building and customer service.



(703) 757-1204

MarkSanborn.com

Helen@MarkSanborn.com

Thought Leader

As President of Sanborn & Associates, Inc., an idea studio, Mark is dedicated to developing leaders in business and in life. But even more than this, his mission is to transform knowledge into application to create a generation of leaders who make a positive difference, regardless of their titles. He is a recognized thought leader renowned for helping individuals and organizations turn the ordinary into the extraordinary in the areas of:

- o High Impact Leadership
- o Remarkable Performance
- o Extraordinary Customer Service

Mark Sanborn's Clients Agree: He Drives Impactful and Lasting Change.

"I've been fielding one rave review after another on your talk.... Not only did you customize your presentation to meet ASAP's need, you exceeded our expectations. That's something that no speaker I've hired for this has ever done, until now."

– ASAP Software Express, Inc.

"Your keynote address was right on point, your sense of humor was entertaining, and your messages on extraordinary customer service and leadership were inspirational. You did a superb job of customizing your communication to fit with our overall theme and with our executive speakers' key points. Outstanding!"

– Blue Shield of California

"Your presentation to our public school leaders hit the bull's-eye. Your ability to interweave stories and concepts specifically tailored to our educators created additional impact other speakers don't always achieve. Through your informal conversations with the audience before your presentation to your one-on-one personal chats with our leaders while signing autographs, you showed that you "walk your talk" and operate from a "do as I do, not just as I say" perspective. You truly made a positive difference in our school district and will be invited back again!."

– Orange County Public Schools

"We don't do a lot of live speakers for the general populace but I had more people thank me for your visit than I ever imagined. Your messages really resonated with everyone. I know you'll be hearing from some other folks for future engagements with Toyota."

– Toyota Financial Services

Partial Client List



To discuss how Mark Sanborn can help make the outcome of your next event a success, contact Sanborn & Associates, Inc. at (703) 757-1204 or visit www.MarkSanborn.com



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twitter.com/mark_sanborn



youtube.com/markhsanborn



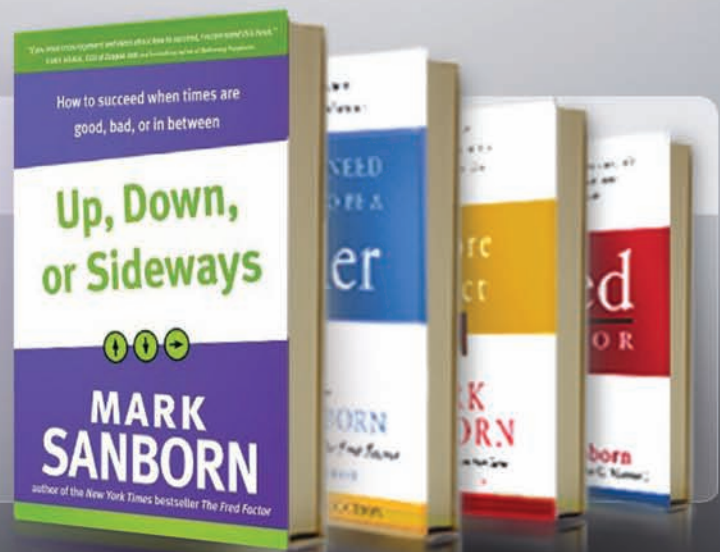
linkedin.com/in/marksanborn.com



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Contact Us Today

To discuss how Mark Sanborn can help make the outcome of your next event a success, contact Sanborn & Associates, Inc. at (703) 757-1204 or visit www.MarkSanborn.com



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