

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:**

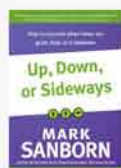
- Make a bigger, bolder difference through leadership.
- Discover opportunities to succeed regardless of circumstance.
- Go beyond pursuing goals to achieving their full potentials.
- Build relationships and create value for customers and colleagues.
- Reinvent your business and their lives.

MARK SANBORN'S Most Requested Presentation Themes



Fred 2.0

In Fred 2.0, Mark Sanborn provides new ideas that enable anyone to turn the ordinary into extraordinary.



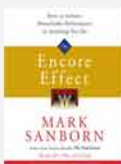
Up, Down, or Sideways

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



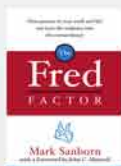
You Don't Need a Title to be a Leader

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.

FRED 2.0:

New Ideas on How to Keep Delivering
Extraordinary Results

In Fred 2.0, Mark Sanborn digs deeper into the principles that make Freds so successful.

Who are these “Freds?”

“Freds” are the millions of people who have been inspired by Mark’s real-life mailman, Fred Shea—and, they are the millions more who exemplify Fred’s code for success without knowing the real-life Fred. Why is Fred so extraordinary? He’s a man who is passionate about his job and the service he provides to his customers, treating those on his route like friends. In the process he turned his ordinary job into something truly extraordinary.

Since meeting Fred over 20 years ago, Mark has encountered a host of other people—Mikes and Alecias, Erics and Maes—and he shares their stories as well. These individuals and organizations learned exactly what they could do to create deep customer loyalty and deliver memorable experiences that caused customers to tell others what a pleasure they are to do business with.

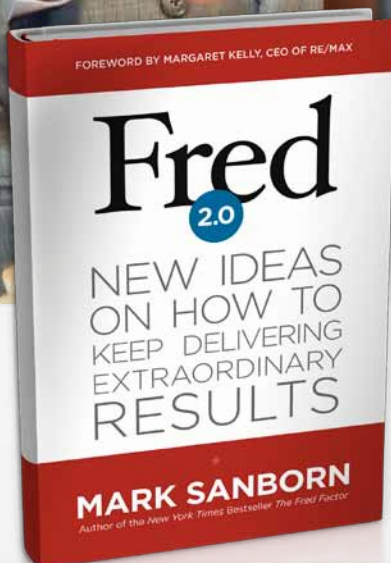
What motivates these real-world “Freds?” What inspires them to keep on creating the extraordinary year after year, even when the going gets tough? You’ll learn the answer in this presentation, and more.

You’ll also learn:

- Why The Fred Factor applies to every department within your organization.
- Four ways to elevate every customer experience.
- How to lead and create a team of Freds.
- How to keep indifference from sending customers to the competition. Three words that will revolutionize your relationships.

In short, Fred 2.0 will inspire listeners to reach even higher and achieve even more.

**Reach new levels of success with Mark’s
latest and best thinking on what it takes to
consistently deliver extraordinary results.**



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.

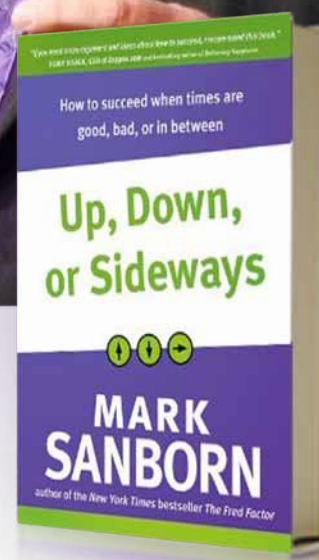
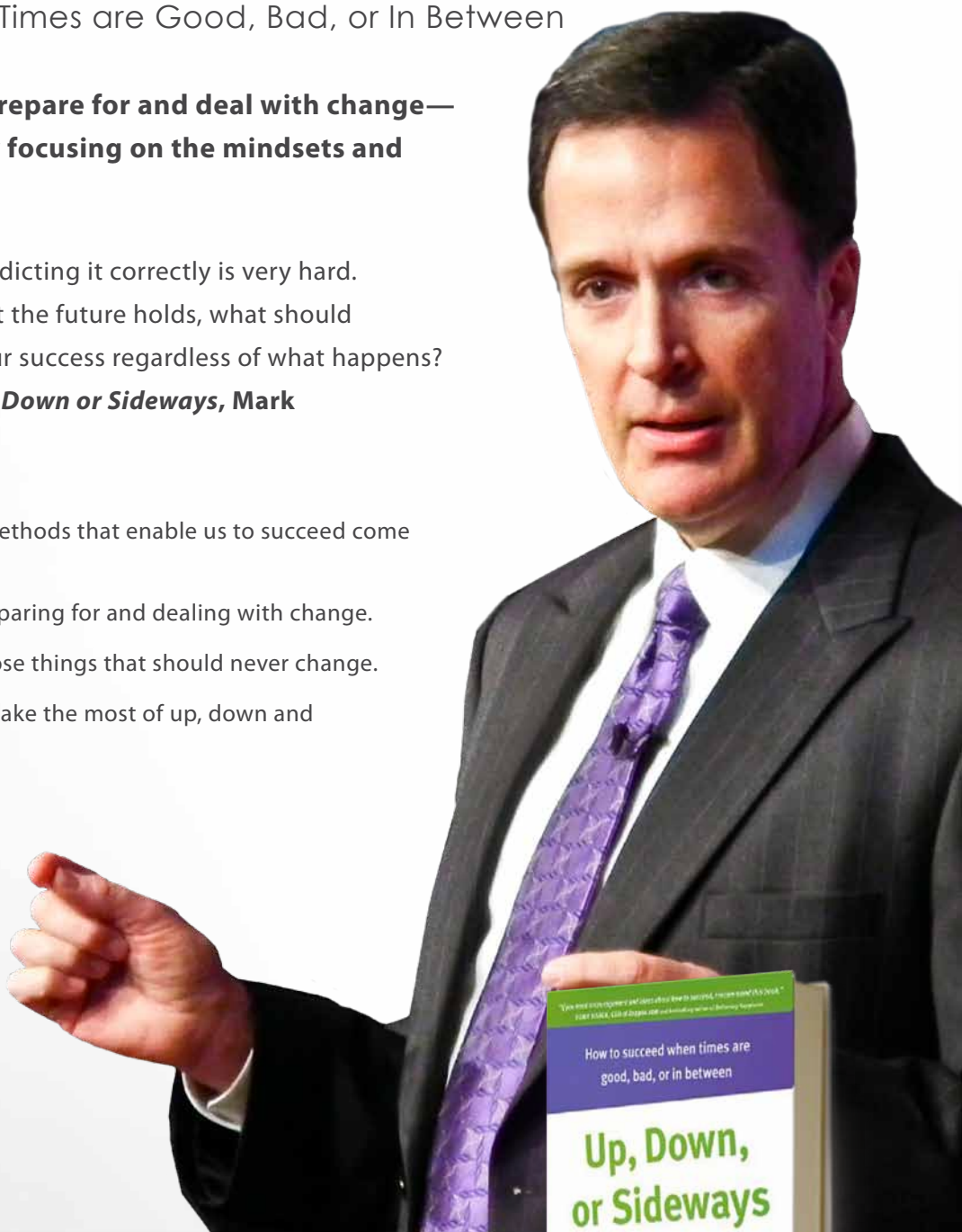
Predicting the future is easy; predicting it correctly is very hard. Since we can't be certain of what the future holds, what should we always be doing to ensure our success regardless of what happens?

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 personal story of downturns, identifying the mindsets and methods that will help listeners discover opportunities to be successful regardless of the challenges they face.

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



THE FRED FACTOR:

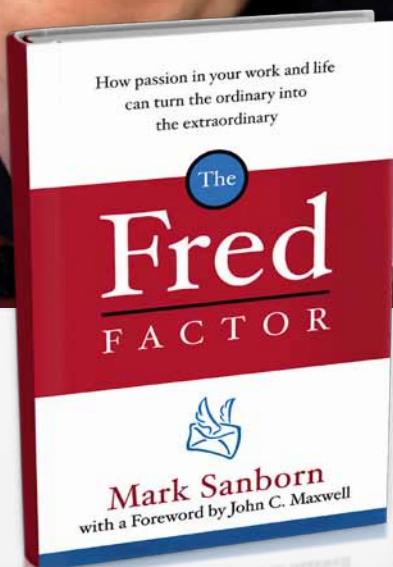
How Passion in Your Work and Life Can
Turn the Ordinary into the Extraordinary

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

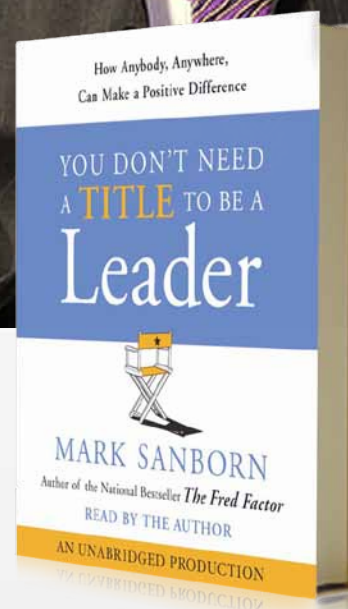
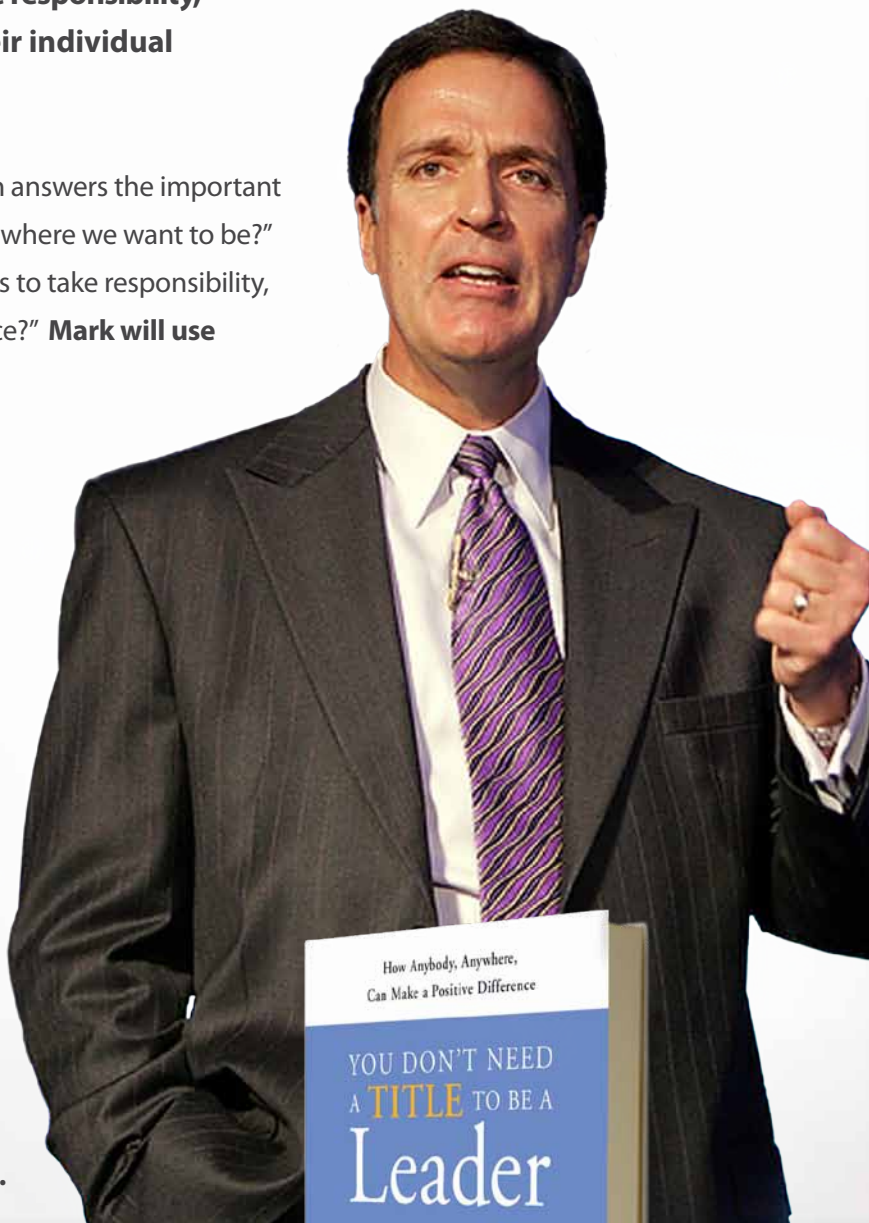
Inspire people who aren't titled leaders to take responsibility, lead when it is appropriate and improve their individual performance to create amazing results.

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.**

Learn to be a leader in your own life and make a positive difference at work—whatever your title or position!



THE ENCORE EFFECT:

How to Achieve Remarkable Performance
In Anything You Do

This presentation identifies the traits that extraordinary performers have in common: passion, preparation, practice, presence, polish and the ability to overcome pitfalls.

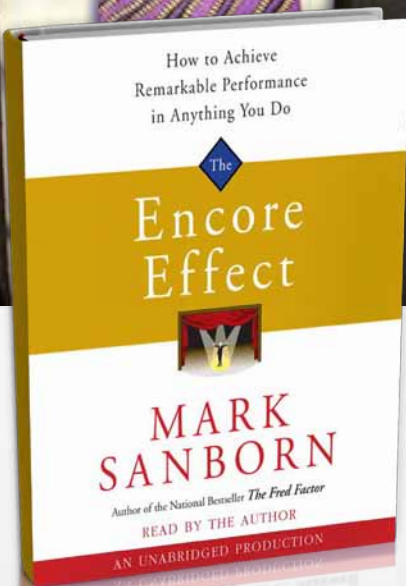
This high-content program presents "The Process" that will virtually assure a remarkable performance. **Drawing on the belief that passion is the fuel for a remarkable performance and his book, *The Encore Effect*, Mark Sanborn will:**

- 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.

This presentation applies to all jobs but is especially suited for sales professionals .

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



Mark's Programs Combined with Your Theme

Whatever the desired outcome, Mark Sanborn is a master at tailoring any presentation to your particular needs for an event.

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.

Motivate your audience to turn the ordinary into the extraordinary through high-impact leadership, outstanding customer service, stellar sales or enhanced teamwork!

A photograph of Mark Sanborn, a man in a dark suit and light-colored tie, speaking at a dark wooden podium. He is gesturing with his right hand. In the foreground, the silhouettes of several audience members are visible, looking towards the speaker.

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

Inspire your audience to achieve greater success through leadership, customer service, sales or teamwork!

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 U.S. 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 bestseller, *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. *The Fred Factor* has sold over 2 million copies internationally and was a New York Times, Wall Street Journal, USA Today and Business Week bestseller.

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:

- High Impact Leadership
- Remarkable Performance
- Extraordinary Customer Service

 BusinessWeek

WALL STREET JOURNAL

 CNBC

SUCCESS
amazon.com

 THE BIG IDEA
DONNY DEUTSCH

Over 2,400 audiences—in every state and fourteen countries—have sought Mark's expertise, whether a meeting of mergers and acquisitions professionals in Turkey, an international healthcare organization meeting in Palm Springs or managers from around the world convening in London.

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

"Thank you for helping make this a great conference for our member-owners. 100% of my feedback from members, vendors and staff was that you and your presentation were absolutely outstanding. I particularly appreciate and liked the written materials that you provided and the structure of the wrap-up session that you coordinated. Thanks again and I look forward to our 4th engagement."

– Do It Best Corp.

"I feel that Mark is, by far, the best speaker that we have had. He held our audience's attention and we had more employees stay for his presentation than ever before."

– Michigan Sugar

"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.

"You were a big hit! People are still talking about you! I received quite a few emails and personal congrats on my selection of you to speak at the National Sales Meeting."

– PamLab

"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

"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





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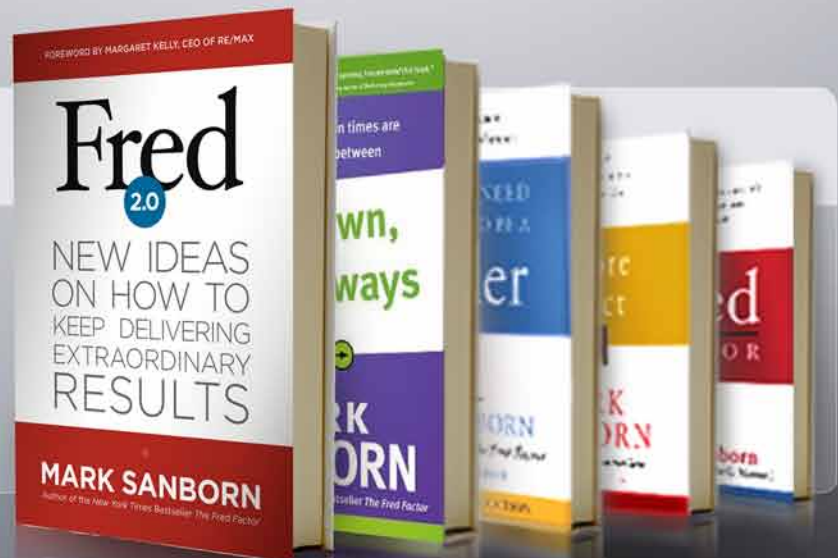
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marksanborn.com/blog

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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