



# MOTIVATING LEADERS AT EVERY LEVEL TO TURN THE ORDINARY INTO EXTRAORDINARY

**Mark Sanborn CSP, CPAE**

*Inspirational Leadership Keynote Speaker*

MARK **MSA** SANBORN  
CSP, CPAE

# WHY MARK GETS HIRED BY ORGANIZATIONS ACROSS THE WORLD

## ACTIONABLE SOLUTIONS

“I like to give people things to do when they go back to work on Monday morning.”

— *MARK SANBORN*

From building better relationships with co-workers to creating value for others, Mark develops action plans every member of your audience can take away and apply immediately.

“Mark Sanborn's messages on leadership are extraordinary and insightful. Mark motivates and challenges his audiences to put his creative leadership ideas into immediate and effective use. An absolute NO MISS speaker!”

— *TONY ALESSANDRA*

## ENGAGING STORYTELLER

“I create my own fresh and unique illustrations and bring the power of story to my presentations.”

— *MARK SANBORN*

From the story in his bestselling book about Fred the postal carrier to the story about the project leader with high expectations, Mark paints vivid illustrations to showcase how the ordinary become extraordinary.

“He held our audience's attention, and we had more employees stay for his presentation than ever before.”

— *MICHIGAN SUGAR*

# HOW MARK SANBORN WILL MAKE YOUR NEXT EVENT EXTRAORDINARY

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## PROFESSIONAL TEAM

- ▶ Mark Sanborn has an experienced, friendly and responsive professional team that meets your every need and challenge – to guarantee a smooth event and great experience working together.

## CUSTOMIZED CONTENT

- ▶ Mark tailors his presentations to your organization's event goals for its audience.
- ▶ With more than 31 years experience on the stage and more than 2,600 speeches in 16 countries, Mark knows what it takes to make every event go off without a hitch.

## LOYAL FANS AND FOLLOWERS

- ▶ With a personable delivery and presentations that every audience member can relate to, Mark has developed a loyal following and is frequently rebooked for multiple engagements by previous clients.



# WHAT INDUSTRY LEADERS ARE SAYING ABOUT MARK SANBORN'S EXTRAORDINARY SPEAKING ENGAGEMENTS

“ It was truly a pleasure working with you and meeting you. I have only heard GREAT things about your presentation from our BOAs. I sincerely appreciated how you personalized your presentation to our audience.”

– EDWARD JONES

“ I want to thank you again for your presentation during our Powertrain expo last week. Your message was spot on and even tailored to our industry-related issues. I knew that you and your message would be well received with our group, and it truly was.”

– MANAGING EDITOR, GEARS MAGAZINE

“ Wow, what an incredible day! Your lessons and stories were so well received – people are still talking about it. What you and your team did for us was an awesome gift and you made it so easy! Thank you for helping make our event a success!”

– WAUKESHA COUNTY TECHNICAL COLLEGE

“ Mark did a tremendous job connecting with our audience of county elected and appointed officials. The advanced work he did to understand our organization was uniquely woven into his presentation and interspersed with humor and purpose in a way that make his leadership message timely, engaging and relevant. I would highly recommend Mark to other organizations.”

– EXECUTIVE DIRECTOR, ACCG GEORGIA'S COUNTY ASSOCIATION

“ Mark was thought provoking, genuine and entertaining. His ability to connect to and inspire our organization was unique. He engaged our audience with his warmth and energy, but held our attention with his honest and practical insights delivered with a refreshing authenticity.”

– SAP

# MARK HAS INSPIRED NUMEROUS BRANDS & ORGANIZATIONS...



JOHN DEERE



## ...AND MANY MORE!

# MARK IS A NOTED AUTHORITY ON...



LEADERSHIP



TEAM BUILDING



CUSTOMER SERVICE



POTENTIAL

HE HAS EXPERIENCE IN NUMEROUS INDUSTRIES...

- ▶ Banking/Finance
- ▶ Restaurants/Food
- ▶ Construction
- ▶ Education
- ▶ Real Estate
- ▶ Automotive
- ▶ Technology/Telecom
- ▶ Healthcare/Pharma
- ▶ Travel/Hospitality
- ▶ Retail
- ▶ Luxury/Fashion/Franchises
- ▶ More!

AND HAS SPOKEN AROUND THE WORLD...

USA... Mexico... Turkey... Japan...  
Singapore... England... Italy... India...  
Sweden... Australia... UAE... and many more!



**THREE EXTRAORDINARY  
PRESENTATIONS THAT  
KEEP MARK'S AUDIENCES  
COMING BACK**

# THE POTENTIAL PRINCIPLE: HOW THE BEST GET BETTER

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How do you keep getting better if you are already among the best? This is a critical question for successful leaders and organizations. What happens when complacency, outdated thinking or weariness stunts performance? What do leaders do when growth stalls, or when their teams are working below their true potential?

In this presentation, Mark Sanborn provides the answer and teaches four powerful tools your audience can use to pursue their potential.

## YOUR AUDIENCE WILL LEARN:

- ▶ Why you must pursue your potential and not settle for simply achieving your goals
- ▶ How to disrupt yourself before somebody else does
- ▶ Three ways to become laser-focused on doing things that produce the biggest results
- ▶ A powerful way to think that gives you a competitive advantage over others

“You rock!!!! Thank you again for making this conference so special!”  
—TOYOTA



# THE FRED FACTOR: HOW PASSION IN YOUR WORK AND LIFE CAN TURN THE ORDINARY INTO THE EXTRAORDINARY

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In this inspiring presentation, Mark Sanborn shares four life-changing lessons he has learned from Fred, an extraordinary postal carrier. Based on his *New York Times* and international bestseller, *The Fred Factor*, Mark will teach how no one can be prevented from choosing to be exceptional.

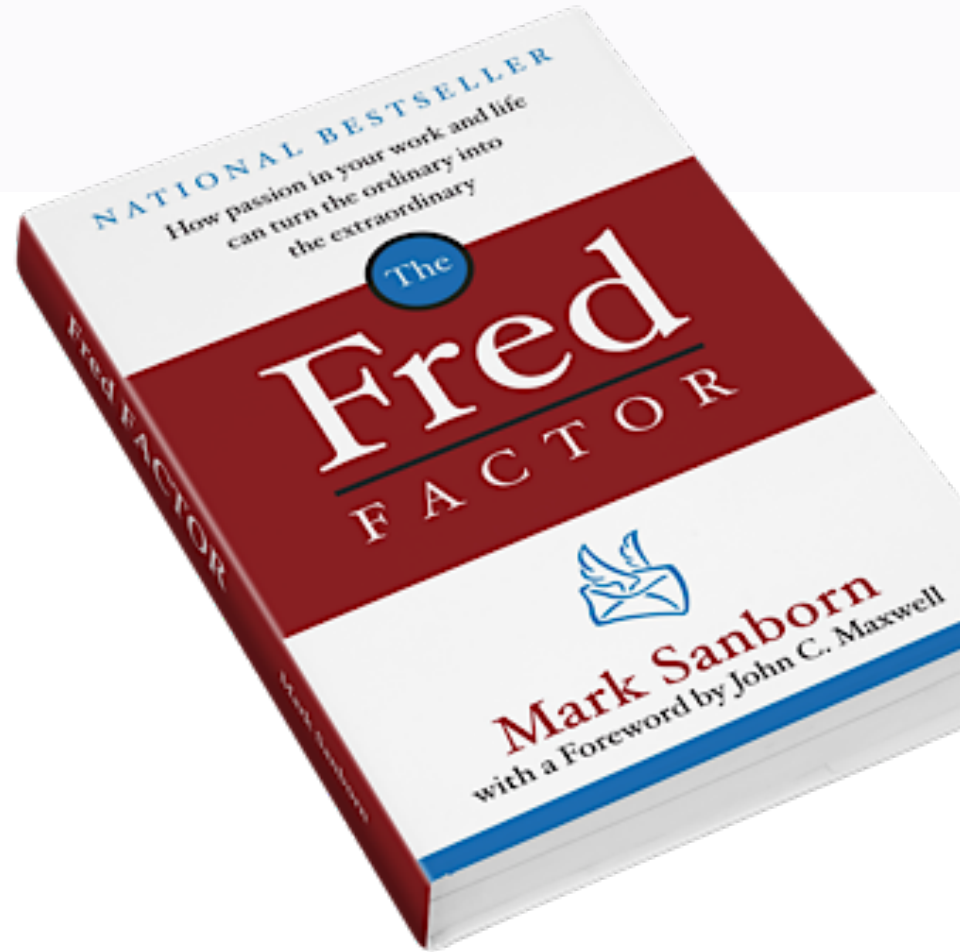
As a result your audience will be able to transform the ordinary into the extraordinary and the mundane into the magnificent in their personal and professional lives.

## YOUR AUDIENCE WILL DISCOVER HOW TO:

- ▶ Build better relationships with customers and colleagues that improve overall work performance
- ▶ Create new value for others without spending a dime
- ▶ Elevate the customer experience for everyone
- ▶ Stay motivated and engaged every day for maximum working life enjoyment

“Mark is a very thought-provoking and entertaining speaker. I have been a fan since reading *The Fred Factor* but I was absolutely blown away when he spoke for our organization recently. Being a student of Mark Sanborn has helped me become better in business and life!”

—SCOTT HUTSON · SAVVY VISION MEDIA\*



# YOU DON'T NEED A TITLE TO BE A LEADER: HOW ANYONE, ANYWHERE, CAN MAKE A POSITIVE DIFFERENCE

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Based on 30 years of working with some of the world's best leaders and companies, this keynote focuses on the true heart of leadership: making things better for others (and you don't need a title to do that).

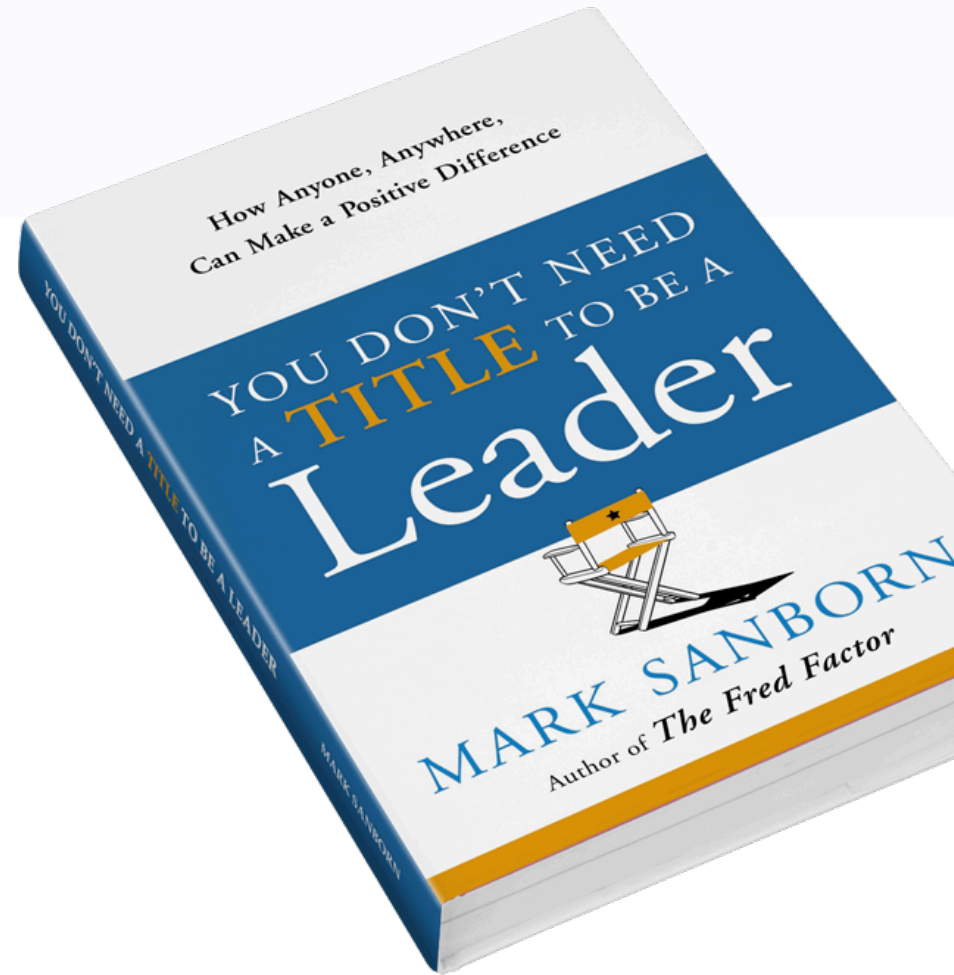
Mark Sanborn proves how anyone at any level and regardless of title can make a significant contribution and a positive difference.

## YOUR AUDIENCE WILL WALK AWAY WITH:

- ▶ The six fundamental skills of leadership that nearly all leaders practice
- ▶ How to create an army of lions where everyone knows when and how to lead
- ▶ How to maximize the only three resources any organization possesses
- ▶ Over a dozen ways that leaders communicate differently than others

*"Your keynote speech was perfect—on point, funny, and insightful."*

*—COLORADO CHRISTIAN UNIVERSITY*



# MARK CUSTOMIZES EACH PROGRAM HE DELIVERS

Mark takes the time to speak with members of your organization to understand the issues your company is facing and the individual challenges of your employees. Whatever the desired outcome, Mark Sanborn is a master at tailoring every program or presentation to meet your event goals.

Based on your event and audience objectives, Mark customizes each one of the programs he delivers around your meeting theme and develops 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.

## CUSTOM TAILORED CONTENT THAT RESONATES WITH EACH UNIQUE AUDIENCE:

“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.*

“The preparation that you put in to research our company and understand its main points really resonated with the attendees.”

– *SOFTMART*

“Needless to say, Mark, you scored a home run with the way you integrated the facts about Doubletree into your message. Everyone in the audience was spellbound by the amount of information you had about our company.”

– *DOUBLETREE HOTELS*

# MARK'S BOOKS ARE READ BY INDUSTRY LEADERS WORLDWIDE

- ▶ Bestseller lists: *New York Times*, *Wall Street Journal*, *USA Today* and *BusinessWeek*
- ▶ *You Don't Need a Title to be a Leader* (250,000+ copies sold in the U.S.)
- ▶ *The Fred Factor* (2 million copies sold in the U.S. and internationally)
- ▶ Influential Books by Mark Sanborn:
  - *The Potential Principle* to be released in Fall 2017.
  - *You Don't Need a Title to be a Leader: How Anyone, Anywhere Can Make a Positive Difference*
  - *The Encore Effect: How to Achieve Remarkable Performance in Anything You Do*
  - *Up, Down or Sideways: How to Succeed When Times are Good, Bad or In Between*
  - *Fred 2.0: New Ideas on How to Keep Delivering Extraordinary Results*

*"It was phenomenal!!!... People are requesting more information about your books"*  
—45TH SPACE WING



# WHAT READERS SAY ABOUT THE FRED FACTOR: HOW PASSION IN YOUR WORK AND LIFE CAN TURN THE ORDINARY INTO EXTRAORDINARY

“Doing Ordinary Things in  
Extraordinary Ways...”

“This is a book that should be  
standard issue for every  
employee of every company.  
Outstanding!”

“Superb. One of my TOP TEN  
most important business books  
of all time.”

“One of my WAHM friends  
suggested this book and I am so  
glad that she did! The author is  
a great storyteller.”

# WHAT DOES IT MEAN TO HAVE THE CSP & CPAE DESIGNATIONS?

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Being a Certified Speaking Professional™ means that Mark has been recognized at the highest level for his dedication and hard work.

The CPAE designation is awarded to those speakers who have been admitted to the Speaker Hall of Fame®. Inductees are evaluated by their peers through a rigorous and demanding process.

Mark has earned the CPAE designation by his commitment to serving meeting planners like you and making sure you have an event that will be remembered for years to come.

“Mark Sanborn’s presentation was simply spectacular! His ability to learn about our team and use the insights with the crowd allowed him to motivate... It’s no surprise that his keynote address received the highest praise of all activities during our 3-day conference.”  
– DAVITA INC.



# MARK IS RANKED IN THE TOP 1% BY HIS PEERS...

**53,006**

NUMBER  
OF SPEAKERS  
WORLDWIDE

**761**

NUMBER OF CSP™  
CERTIFIED SPEAKING  
PROFESSIONALS

**232**

NUMBER OF CPAE®  
SPEAKER HALL OF  
FAME MEMBERS

In 2007 Mark received the Cavett Award. Only one speaker is given this high honor each year. This award is given to those who “demonstrate the spirit of sharing, guiding and inspiring other professional speakers.”

“Wow! What a wonderful, powerful message. Everyone is still talking about it and various managers throughout our company are calling us to see if we have more books, because they want to introduce *The Fred Factor* to others in their departments who were not lucky enough to experience your speech live.”

—TOYOTA FINANCIAL SERVICES

Source: <http://www.nsaspeaker.org>

# WHY MARK IS THE RIGHT SPEAKER FOR YOUR NEXT EVENT

Mark is committed to creating personalized material for your event. With his strong, dedicated team behind him, he can assist you in overcoming any challenges. Mark is recognized by his peers as someone who puts in the extra effort to help others.

As a testament to his success at pleasing audiences worldwide, Mark has been asked by meeting planners to return many times over.

- ▶ Crestcom International teaches Mark's ideas in over 90 countries
- ▶ Mark is an adjunct professor at Memphis University
- ▶ Past National President of the National Speakers Association
- ▶ More than 2600 speeches in 16 countries in 31 years
- ▶ Recipient of the Nido Qubein Philanthropist of the Year Award\*
- ▶ Member of Speakers Roundtable— made up of 20 of the top speakers in America

*\*This is awarded to those distinct individuals who possess the "goodness of one's heart, the love of one's soul and the desire for a human being to leave this world a better place." Mark works in a collaborative manner with each and every meeting and event planner to create an event that audiences will enjoy and talk about for years to come.*

# WHAT CLIENTS SAY ABOUT HIRING MARK

## PROFESSIONALISM

“Overall, your professionalism, flexibility, good humor and topic were perhaps the most fitting keynote to close out my last LIM...”

– *PROJECT MANAGEMENT INSTITUTE*

## A SOUND INVESTMENT

“Thank you again for all your help. This was one of the best investments we made into our national meeting this year.”

– *SEARS – VP/GM PHARMACY OPERATIONS*

“ We’ve invited him back for five years in a row because of his amazing ability to connect complex leadership principles to everyday actions for all people at all levels and ages.”

– *BRIAN C. CARROLL, SOUTHEASTERN UNIVERSITY*

## ENDURING VALUE

“Your presentation was the highlight of the meeting. People are still talking about it. Hopefully we can have you back in the future”

– *KIEWIT CORP.*

“We have been getting nothing but (extremely) positive feedback on your message, style and ability to connect with our employees.”

– *ESPN*

# GETTING PERSONAL WITH MARK SANBORN

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Mark Sanborn gave his first speech at the age of 10 in a 4-H safety speaking contest. He did so poorly and lost so badly that he decided to try again. After that he was hooked. Public speaking became his passion and eventually his vocation.

Mark graduated cum laude from The Ohio State University.

When Mark isn't on the road at speaking engagements, he's at home in Highlands Ranch, Colorado with his devoted wife and his sons Hunter and Jackson.

To get a complete picture of how Mark Sanborn can help you and your organization, watch this short film: <http://www.marksanborn.com/video-library>.

## MARK'S COMMITMENT TO YOU

The same commitment that I've put into my past speaking engagements is the same commitment I will put into your special event. The same dedication I put into earning my speaking designations is the same dedication I will put into working with you to create an extraordinary event.

My commitment and dedication extends to doing the research into your company, so my speech is customized to your organization's most immediate challenges.

