



The Fred Factor ***How to Make the Ordinary Extraordinary***

Mark Sanborn, CSP, CPAE

The Mission: Be a Fred

...continually create new value for those you live and work with through dedication, passion and creativity.

THE FOUR PRINCIPLES:

Everyone makes a difference.

The only question at the end of the day is "What kind of difference did *you* make?"

Everything is built on relationships.

Go beyond simply interacting with customers and colleagues to build relationships.

You must continually create value for others, and it doesn't have to cost a penny.

You can replace money with imagination. The objective is to *outthink* your competition rather than *outspend* them.

You can reinvent yourself regularly.

No matter what job you hold, what industry you work in or where you live in the world, you wake up every morning "tabala rasa," with a blank slate, and you can make your business and your life anything you choose.

Sanborn & Associates, Inc.

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www.marksanborn.com

S A N B O R N



MARK **MSA** SANBORN
CSP, CPAE

DEVELOPING LEADERS IN BUSINESS AND IN LIFE



"Powerful... Highest rated speaker in conference history... Inspiring... Changed my view of work and life... Humorous... Funny and motivational... Really made a difference."

Over 2,200 audiences — in every state and a dozen countries — have sought Mark Sanborn's expertise. Why? Because he educates, informs and entertains so well while at the same time tailoring the message to his audience with such skill that they often think he must be one of them.

Every customer is different, so why should every speech be the same?

Mark Sanborn, CSP, CPAE, is known for his high-level of 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 your audience with a positive and lasting impact.

Mark designs each speaking engagement to meet your objectives and to reinforce the objectives of the entire meeting. He has the ability to integrate his message into the rest of the meeting or conference. This means your audience members benefit from the synergy of all the presentations they hear, and reinforces the hard work you've done to plan an effective event.

Most Requested Presentation Themes:

High-Impact Leadership, Extraordinary Customer Service, Stellar Sales, and Enhancing Teamwork

The Fred Factor:

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

You Don't Need a Title to be a Leader:

How Anyone, Anywhere, Can Make a Positive Difference

The Encore Effect:

How to Give a Remarkable Performance in Anything You Do

(Your Title Here)

Based on your objectives, Mark can tailor an existing program around your meeting theme.

"...overwhelmed that you hit every single key message about McDonald's that I gave you. You definitely exceeded our expectations."

– McDonald's Corporation

"...Our audience loved you."

– Witter Publishing Corp.

"...Your keynote was right on point."

– Blue Shield of California

"...appropriate and powerful message you delivered to our sales force."

– Toyota Financial Services

"...Mark's tailoring made his entire talk a real "home run" for our event."

– FedEx

Just a few raving fans:

- Exxon
- Harley-Davidson
- Hewlett Packard
- Morton's of Chicago
- New York Life
- Time Warner Cable
- Costco
- AT&T
- Federal Express
- IBM
- Pepsi
- Marriott

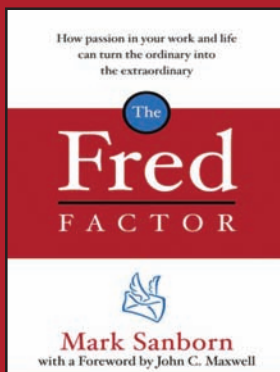
For Details on how Mark Sanborn can uniquely tailor his presentation to your specific needs and situation, contact Sanborn & Associates Inc. at **303-683-0714** or visit **www.MarkSanborn.com**

The Fred Factor:

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

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 through taking responsibility, building relationships and creating value for customers and colleagues.

When you follow the Fred Factor, you learn how to continually create value for others, and it doesn’t have to cost a penny because you can replace money with imagination. The objective is to outthink your competition rather than outspend them. You’ll also understand why you need to reinvent yourself regularly. This program is a powerful way to get everyone from frontline employees to upper management focused on the importance of self-responsibility and creating value for those we work and live with. This presentation delivers to and beyond the workplace to show listeners how to enrich their personal lives as well.



No matter where we are in our career, no matter our position in the organization, no matter our current involvement, we can all transform our lives from the ordinary into the extraordinary by bringing fresh energy and creativity to our life and work.

MARK  SANBORN
CSP, CPAE



PRESENTATION THEME TWO

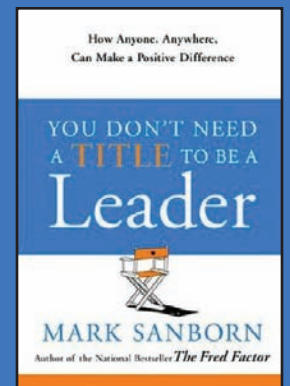
You Don't Need a Title to be a Leader: How Anyone, Anywhere, Can Make a Positive Difference

"How do we get from where we are to where we want to be?" and "How to get people who aren't titled leaders to take responsibility, lead when it is appropriate, and improve performance to create amazing results?" Those are important questions in every organization today. Mark Sanborn's high impact leadership presentation answers these questions by inspiring managers and employees alike how to go beyond merely pursuing goals to achieving full potential. He'll show you and your audience how having a title doesn't necessarily make you a leader, and how lacking a title doesn't keep you from leading.

The only thing more powerful than a good leader is an organization of good leaders. Few people are "natural born leaders", but leadership can be learned and this presentation shows your audience how. You'll learn the six skills that all leaders use for increasing ROI: Relationships, Outcomes and Improvements. This presentation teaches the essence of how to lead, or lead better, giving your audience the skills and strategies to go back and create a team of leaders rather than just be the leader of the team. You'll get a practical blueprint for creating leaders at every level in your organization and learn how to reach new heights. **You Don't Need a Title to Be a Leader** is a message that will resonate with those who aspire to make a positive difference — regardless of title or position.

MARK SANBORN
CSP, CPAE

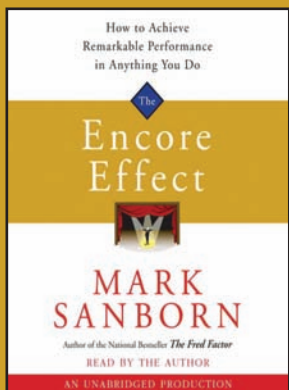
Everyone can learn to lead or lead better. Mark Sanborn shows how each of us can be a leader in our daily lives and make a positive difference, whatever our title or position.



The Encore Effect: How to Give a Remarkable Performance in Anything You Do

Everybody has a “stage”. It could be one’s work, home or community. A remarkable performance on any stage commands an encore. **The Encore Effect** — Mark’s latest, high-content presentation — teaches how to achieve the kind of extraordinary performance on the job that leave your customers, colleagues and community clamoring for more.

Passion is the fuel for a remarkable performance. Mark will share “The Process” through the pyramid of possibility that will virtually assure a remarkable performance. It’s the same methodology for achievement that Mark has used to become a bestselling author, hall-of-fame speaker and leading authority on leadership, service and turning the ordinary into the extraordinary. No matter what product or service you or your organization offers, this presentation will give you valuable insight into achieving and sustaining an encore performance that makes customers clamor for more.



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

MARK SANBORN
CSP, CPAE

*Leadership is Not Power Over People...
it's Power With People.*



YOUR PRESENTATION THEME

(Your Title Here)

Whether it's Leadership, Sales, Service, or Individual Performance, It's About Turning the Ordinary Into the Extraordinary

After two decades 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 tailor an existing program around your meeting theme or develop a presentation unique to your group.

Whether you're looking for an opening keynote speaker, closing keynote speaker or general session presentation, Mark Sanborn delivers a tailored program that will exceed your expectations.

Find out how Mark can bring his energy, enthusiasm and unsurpassed expertise to work for your organization. Clients who book Mark Sanborn for a keynote speech benefit from a memorable, educational and motivational experience.



Topics of Focus:

High-Impact Leadership, Extraordinary Customer Service, Stellar Sales, and Enhancing Teamwork

About Mark Sanborn, CSP, CPAE



Mark delivers practical, cutting-edge insight in a presentation style that has been described as expertise with eloquence.

Sought After Speaker

Actionable ideas are at the heart of every Mark Sanborn speech. Powerful presentation skills distinguish him as the award-winning, world class speaker that he is... holds the Certified Speaking Professional (CSP) designation and is one of the youngest inductees to the Speaker Hall of Fame (CPAE)... a nationally recognized authority and bestselling author on leadership, teambuilding and customer service who has, himself, led world class organizations. He is a member of

the exclusive Speakers Roundtable representing 20 of the top speakers in the country today.

Thought Leader

As President of Sanborn & Associates, Inc., an idea studio, he 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 title. 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

High Impact Leadership

Over 20 years of research, speaking and keen observation of the best and worst of today's leaders has gone into creating one of the strongest, most practical

approaches to developing leadership. Mark is dedicated to developing leaders in business and in life.

Best-selling Author

Mark has published extensively in the areas of leadership, change management, teamwork and service strategy. He is the author of seven books including *You Don't Need a Title to Be a Leader* that inspires leadership at every level, regardless of formal title while his international best-seller *The Fred Factor* delivers an insightful guide to creating value and meaning in your work, life and the lives of those you impact.

His recent release, *The Encore Effect* gives you the tools to achieve a remarkable performance in ANYTHING you do. Whether your stage is an office, a sales floor, a boardroom, or your own home, his sound and inspiring advice will help you shine... everywhere it matters most.

Mark Sanborn has delivered thousands of leadership presentations to satisfied clients. Here's what a few have to say...

"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.**

"The **superlative feedback** continues to flow on your presentation. Phone mail, CC:Mail and regular mail -- it's all with **high praise.** What is particularly being cited in the feedback is **your demonstrated knowledge** about The Hartford."
– **The Hartford**

"**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**

"I was extremely pleased with your performance and **overwhelmed that you hit every single key message about McDonald's that I gave you.** You definitely exceeded our expectations."
– **McDonald's Corporation**

"You are like a fine wine, you get better with age. Thanks for striving to be a perfectionist. **Our audience loved you.**"
– **Witter Publishing Corp.**

"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.** Kindly make sure to include the Doubletree Hotels Corporation to your list of many, many satisfied clients."
– **Doubletree Hotels**

"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**

"Mark was **funny and motivational.** His **remarks on leadership, teamwork, and self-mastery were right on the mark.** Mark's **tailoring** made his **entire talk a real "home run" for our event.**"
– **FedEx**

PARTIAL CLIENT LIST

ASAP Software	Kennametal
AT&T	Kodak
BankOne	Marriott
Bell South	Martin-Senour
Big O Tires	McDonald's
Blue Cross/Blue Shield	Multifoods
Buick	National Apartment Assn.
Burger King	Penzoil
Christian Booksellers Assn.	Pepsi
Coldwell Bankers	Providian Life Insurance
Costco	Rhino Records
Doubletree Hotels	S.C. Johnson Wax
EDS	Sears
EMI Music Distribution	Sherwin Williams
Enterprise Rent-A-Car	Sprint
Federal Express	Stihl
GTE	Subway
Heller Financial	Sun Microsystems
Hewlett-Packard	Time Warner Cable
IBM	United Artists
The Hartford	United Way
	Wendys