



Mark Sanborn

Mark Sanborn, CSP, CPAE, is president of Sanborn & Associates, Inc., an idea studio dedicated to developing leaders in business and in life. Mark is an international bestselling author and noted authority on leadership, team building, customer service and change.

Mark graduated cum laude from Ohio State University. In 1978-79 Mark served as the National President of the FFA, a youth organization of 500,000 members. In addition to his work as a business educator and author, Mark continues to be an active leadership practitioner. Most recently he served as the president of the National Speakers Association. Mark holds the Certified Speaking Professional designation from the National Speakers Association and is a member of the Speaker

Hall of Fame. He is also a member of the exclusive Speakers Roundtable, made up of 20 of the top speakers in America.

Sanborn is the author of seven books, including *TeamBuilt: Making Teamwork Work*, *Sanborn on Success* and *Upgrade: Proven Strategies for Dramatically Increasing Personal and Professional Success*. Mark's book *The Fred Factor: How Passion in Your Work and Life Can Make the Ordinary Extraordinary* is an international bestseller. His latest book is *You Don't Need a Title to be a Leader: How Anyone Anywhere Can Make a Positive Difference*.

He has created and appeared in 20 videos and numerous audio training programs. His video series, *Team Building: How to Motivate and Manage People* made it to the #2 spot for bestselling educational video series in the U.S.

Mark's list of over 2,000 clients includes Capital One, Costco, Enterprise Rent-A-Car, FedEx, Harley-Davidson, Hewlett Packard, Key Bank, KPMG, Morton's of Chicago, Motorola, New York Life, RE/MAX, ServiceMaster, Time Warner, Upsher-Smith, U.S. Dept. of the Interior, USPS, Wachovia and Washington Mutual.

"We each know how good we have become," Mark says, "but none of us knows how good we can be. One of the most exciting opportunities we get each day is to pursue our potential." Mark challenges his audiences with this message and provides insights for extraordinary living.

Once asked what he would like as an epitaph, Mark explained, "Malcolm Forbes asked that his gravestone read, 'While alive, he lived.' I aim beyond that. As a result of my life, work and relationships, I would hope my headstone someday reads, "While alive, he lived. While he lived, he loved. Because he loved, he served. And when he served, he led."

He resides in the greater Denver, Colorado area with his wife Darla and sons Hunter and Jackson. Mark is also an avid downhill skier, scuba diver and motorcyclist.



Speech Topics:

The Encore Effect: How to Give a Remarkable Performance

A remarkable performance on stage commands an encore. The Encore Effect—Mark's latest, high impact presentation—teaches you how to achieve the kind of extraordinary performance on the job that leave your customers, colleagues and community clamoring for more. Mark Sanborn's latest book, *The Encore Effect: How to Give a Remarkable Performance in Anything You Do* will be released by Random House, September 2008.

You Don't Need a Title to Be a Leader

Develop your genuine leadership ability when you understand that true leadership is not a function of title. Learn how to exercise little "I" leadership through developing power with people. This leadership presentation is based on Mark's best selling business book of the same name.

The Fred Factor: How Passion in Your Work and Life Can Turn the Ordinary into the Extraordinary

This leadership keynote is the basis for Mark Sanborn's International Bestselling, *The Fred Factor*, a leadership keynote presentation that will reveal the secrets of extraordinary individuals who have learned how to reinvent themselves and their work to create added value for customers and colleagues without spending more money to do it. If you are looking for a high-content presentation that will educate, entertain, and impact this is the speech.

High Impact Leadership

Few people are "natural born leaders," but leadership can be learned and this presentation teaches it. You'll get a practical blueprint for creating leaders at every level in your organization and learn how to reach new heights.

The Ten Commandments of Customer Service

Successful organizations need a comprehensive service strategy and techniques people can use to achieve service excellence. Being "nice" to customers isn't enough. This presentation shows how to deliver the kind of superior service that most organizations only talk about.