



MARK SANBORN

HALL OF FAME KEYNOTE SPEAKER, BESTSELLING AUTHOR,
AND GLOBAL EXPERT ON LEADERSHIP, CUSTOMER SERVICE,
AND ORGANIZATIONAL PERFORMANCE

IMPORTANT LINKS

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AREAS OF IMPACT

Leadership

Customer Service

Organizational Performance

Business Growth

BOOK MARK

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MICHELLE JOYCE
— SPEAKERS —

MEET MARK



As Mark Sanborn shares with his audiences, “*Nobody can prevent you from choosing to be extraordinary in whatever you do.*” It’s this belief and this drive that inspires his customized programs all over the world.

Mark is a Hall of Fame keynote speaker and bestselling author of eight books, including the *New York Times* and international bestseller *The Fred Factor: How Passion in Your Work and Life Can Turn the Ordinary into the Extraordinary*, which has sold over two million copies worldwide.

Mark is also the Leadership Expert in Residence at High Point University, the premier life skills university. Students are invigorated by his strategic and actionable principles that empower them to tap into their unique assets to achieve their best, and to also feel fulfilled.

Mark holds the Certified Speaking Professional designation from the National Speakers Association (NSA) and is a member of the CPAE Speaker Hall of Fame. He was honored with the Cavett Award, the highest honor the NSA bestows on its members, in recognition of his outstanding contributions to the speaking profession.

Mark’s ideas are taught in 90 counties by Crestcom Leadership Training and his list of more than 3,000 clients includes Costco, FedEx, Harley-Davidson, Hewlett Packard, Cisco, KPMG, New York Life, RE/MAX, ServiceMaster, ESPN, GM, IBM, St. Jude Children’s Research Hospital, Sandvik, and John Deere.

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TESTIMONIALS



"He knocked it out of the park! Mark was amazing in how he tailored his message of going above and beyond with our audience and industry. Top speaker to date!"

- REGAL CINEMAS

"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

"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

"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

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POPULAR PROGRAMS

All of Mark's programs are personalized and customized for each audience, and can be delivered in person or virtually for your next event.



EXTRAORDINARY LEADERSHIP

How to Create an Engaged and Inspired Team

In a rapidly changing world, with challenges at every turn, being an extraordinary leader comes down to learning ordinary practices and doing them just a little bit better. Drawing upon 40+ years of expertise in the business realm, Mark Sanborn's mission has consistently been to shape the leader within each of us. He guides organizations with unwavering dedication, helping them understand that while circumstances may shift, the timeless principles of leadership remain steadfast, and ultimately exist in all of us.

In this keynote program, your audience will learn how to:

Utilize Timeless Leadership Principles: While circumstances may shift, the core principles of leadership never change. Mark explores the timeless qualities that distinguish extraordinary leaders from the rest. His extensive knowledge base, accumulated over four decades, equips audiences with invaluable insights into effective leadership practices, enabling leaders to inspire and empower their teams to reach new heights.

Drive Change and Ignite Transformation: Change is inevitable, and extraordinary leaders not only embrace it, but also become the catalysts for transformation. Mark delves into the art of leading change, developing strategies to mobilize teams, overcome resistance, and navigate through uncertainty. He shares invaluable strategies for adapting to new paradigms, staying agile, and leading with humanity in the face of challenges.

Create an Inspired Culture: Extraordinary leaders recognize the power of culture in unleashing their team's potential. Mark delves into the essence of cultivating an inspired culture that fosters creativity, innovation, and unparalleled success. His deep understanding of human motivation and team dynamics enables us to unlock the secrets to building a culture that thrives on excellence and achievement.

Leave a Legacy of Extraordinary Leadership: Extraordinary leaders not only achieve remarkable results, but also leave a lasting impact on those they lead. We explore the concept of legacy and how it drives exceptional leadership in others. Mark reveals the keys to leaving a legacy of extraordinary leadership, emphasizing the importance of mentorship, nurturing talent, and creating a culture of continuous growth.



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EXTRAORDINARY SERVICE

How Doing a Little Extra Creates Huge Results

Based on the phenomenal success of his international best-selling book, *The Fred Factor*, Mark has become the leading expert on how to turn ordinary into extraordinary.

In a world where customer service can often feel mundane and lackluster, it's time to revolutionize the way we engage with customers, colleagues, and vendors. In this dynamic keynote, Mark equips businesses with the tools and strategies to elevate their customer service experience from ordinary to extraordinary.

In this keynote program, your audience will learn how to:

Shift Your Mindset: Learn how to move away from viewing customer service as a mundane task and instead, embrace it as an opportunity to create moments of magic. Understand the power of exceptional customer experiences in building brand loyalty and customer advocacy.

Personalize with Impact: Discover the art of personalization in customer service. Understand the importance of treating each customer as an individual, and tailor your interactions to their unique needs, preferences, and desires.

Empower Your Team: Develop strategies to empower your customer service team to go above and beyond. Provide them with the tools, training, and autonomy to make decisions and resolve issues effectively. Encourage a culture of ownership and continuous improvement, where team members are motivated to deliver magnificent service.

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EXTRAORDINARY ORGANIZATIONAL PERFORMANCE

Little Everyday Actions that Create Remarkable Outcomes

In today's competitive business landscape, organizations need to transcend mediocrity and strive for extraordinary performance.

By cultivating a culture of passionate doers, this program equips leaders and teams with the mindset, strategies, and tools necessary to surpass ordinary performance and achieve exceptional results. By fostering a sense of purpose, igniting enthusiasm, and driving accountability, organizations can unleash their collective brilliance and thrive in an increasingly dynamic environment.

In this keynote program, your audience will learn how to:

Embrace a Purpose-Driven Mindset: Discover the power of purpose in driving organizational performance. Align your team's efforts with a clear and compelling purpose that inspires passion, fosters commitment, and fuels extraordinary performance. Understand how purpose-driven organizations outperform their competitors and create a lasting impact.

Cultivate a Culture of Passionate Doers: Learn how to foster a culture that encourages and inspires initiative, enthusiasm, and proactive action. Empower employees to take ownership of their work, think creatively, and continuously seek improvement. Encourage collaboration, experimentation, and risk-taking to foster innovation and drive exceptional performance.

Work Intentionally: Challenge the status quo by setting ambitious goals that stretch the limits of what is considered possible. Break down goals into actionable steps, establish clear metrics for success, and regularly track progress. Create a performance-driven environment that motivates individuals and teams to push beyond their comfort zones and achieve extraordinary results.

Foster Accountability and Continuous Learning: Instill a culture of accountability where individuals take responsibility for their actions and outcomes. Encourage feedback, both positive and constructive, and provide opportunities for ongoing learning and development. Celebrate successes, learn from failures, and continuously improve to sustain and enhance organizational performance over time.



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EXTRAORDINARY SELLING

What the Best do to Create Remarkable Results

Most selling is ordinary—transactional, predictable, and easily forgotten. But extraordinary selling? That's where relationships deepen, trust compounds, and results accelerate. This presentation brings the best thinking of Mark's 50 years of leading, selling and speaking, showing how a little extra, applied consistently, separates the average from the remarkable.

At its core, extraordinary selling isn't just about techniques—it's about mindset, intention, and the way you show up for others. When you stop trying to "close deals" and start creating value at every interaction, you don't just win business—you earn loyalty.

In this high-impact session, participants will learn how to:

- **Turn ordinary interactions into extraordinary experiences** that customers remember and talk about
- **Use the biggest change in selling** to create a competitive advantage.
- **Differentiate without discounting** by adding value in ways competitors overlook
- **Build trust faster and deeper** by being genuinely interested, not just interesting
- **Make every touchpoint count**—before, during, and after the sale
- **Replace pressure with purpose**, shifting from selling to serving
- **Create moments** that surprise, delight, and strengthen relationships
- **Leverage small, intentional actions** that produce outsized (quantum leap) results
- **Reinvent themselves daily** to stay relevant, resilient, and remarkable

The result? Stronger relationships, greater influence, and performance that stands out in any market.

Because in the end, the best salespeople don't just make sales—they make a difference to their clients.



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