



MARK SANBORN

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

IMPORTANT LINKS

CLICK the links below for:

[Preview Video](#)

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AREAS OF IMPACT

Leadership

Customer Service

Business Growth

Organizational Performance

BOOK MARK

Please contact

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MICHELLE JOYCE
— SPEAKERS —

MEET MARK



Mark Sanborn, CSP, CPAE, is an international bestselling author and award-winning keynote speaker on leadership, customer service, business growth, and organizational performance.

Mark has given more than 3,000 presentations in every US state and in 14 countries. He is a *New York Times* bestselling author of eight books, including *The Fred Factor*, which has sold over two million copies worldwide.

Mark has developed numerous video and audio training programs, which are currently taught by Crestcom International in 90 countries. He is also the Leadership Expert in Residence at High Point University.

The President of Sanborn & Associates, Inc., an idea lab dedicated to developing leaders in business, Mark has been hailed as one of the top leadership experts in the world.

Mark holds the Certified Speaking Professional designation from the National Speakers Association (NSA) and is a member of the 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 list of clients includes renowned brands such as Costco, Enterprise Rent-a-Car, FedEx, Harley-Davidson, Cisco, KPMG, Morton's of Chicago, New York Life, RE/MAX, ServiceMaster, ESPN, GM, IBM, Avnet, St. Jude Children's Research Hospital, Sandvik, and John Deere.

Mark is married to Darla, and they have two adult sons, Hunter and Jackson. They also have a perpetual puppy named Tini, whose bark is bigger than her bite.

**FOR BOOKING INFORMATION
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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



**FOR BOOKING INFORMATION
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A man in a dark suit and tie is smiling and speaking into a lapel microphone. He is positioned in the center of the frame, framed by a large, bright pink V-shape. In the background, a large audience is seated in a conference hall, and a man in a suit is standing on a stage to the right, gesturing with his hands. The background is slightly blurred, emphasizing the speaker in the foreground.

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.





LEADING THE FUTURE NOW

How to Engage and Inspire Today's Workforce for Greater Impact

You probably think COVID changed the world, and in many ways it did. But what COVID really did is accelerate the future. Many of the changes leaders face today were inevitable: they were almost all on the horizon, but a global pandemic brought them to the forefront earlier and all at once.

That means that the future workforce is here now, yet many leaders are unprepared. While core leadership principles never change, leadership practices do. In this presentation based on proprietary research, Mark Sanborn shares powerful insights and workable practices that your leaders need to succeed in today's world.

Key points in this program:

- How to change your business and your life by changing the questions you ask
- Why "anxious hopefulness" is one of the most important challenges to a leader's thinking
- There is a myth that "you can't over-communicate." (*You can, and it decreases effectiveness. Learn the strategic alternative.*)
- What to do about remote workers is a secondary issue. The big issue isn't just where – but when and with whom your team works.
- Why giving someone a raise isn't enough if you don't give them a reason
- The two unlearned skills that trump planning and process
- How to refocus so you increase fast adoption of new behaviors and practices
- The one thing ALL successful leaders have in common

Based on one of the few, comprehensive research projects about leadership during the COVID crisis, Mark has unique insights grounded in fact, rather than just anecdote and observation.

If your leaders are thinking and acting like they did before the pandemic, you are limited in the success you can achieve going forward.

This presentation will help you reset thoughts and behaviors to create new results in a new world of opportunity.

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A portrait of Mark Sanborn, a middle-aged man with short brown hair, smiling. He is wearing a dark grey suit jacket over a light blue button-down shirt. His arms are crossed. The background is dark and out of focus.

THE FRED FACTOR

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

In this inspiring presentation, Mark Sanborn shares four life-changing lessons he learned from Fred, an extraordinary postal carrier. Based on his *New York Times* and international bestseller, *The Fred Factor*, Mark teaches 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.

Key points in this program:

- Continually create new value for customers without spending a dime
- Elevate the customer experience for everyone
- Learn how to become a trusted partner (not just a vendor)
- How to use imagination and creativity to outthink your competition
- Reinvent yourself regularly to avoid burnout
- The only two ways to grow your business
- It's impossible to over-appreciate your team

This program can be customized with different key messages for audiences of leaders, customer service representatives, and/or sales teams.

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YOU DON'T NEED A TITLE TO BE A LEADER

How Anyone Anywhere Can Make a Positive Difference

Based on three decades of working with some of the world's best leaders and companies, this keynote program 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.

Key points in this program:

- The six fundamental skills of leadership
- How to create an army of lions [where everyone knows when and how to lead]
- Learn to maximize the only three resources any organization possesses
- How leaders communicate differently
- Identify the most important actions needed for performance
- Why your team members must take responsibility, not action



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THE POTENTIAL PRINCIPLE

How the Best Get Better

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 answers and teaches powerful tools your audience can use to pursue their potential.

Key points in this program:

- 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
- Learn a powerful way of thinking that gives you a competitive advantage over others
- How to continually refocus

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LEADING CHANGE

How to Succeed When Times Are Good, Bad, and 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. You can't be certain of what the future holds, but there are things you can always do to ensure your success regardless of what happens.

This presentation contains real-world strategies to work through difficult situations.

Key points in this program:

- Examine the mindsets and methods that enable people to succeed come what may
- Learn a practical way of preparing for and dealing with change
- Focus on those things that should never change
- How to make the most of up, down, and sideways situations
- Improve company morale and inspire teams to push through challenging times
- Discover actions to take when coming out of a crisis

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