

TIM SANDERS

ONE OF THE BIGGEST HITS OF THE IACEP CONFERENCE EXPLORES THE MARKET AND SHARES WITH US HIS INSIGHT.

STORY BY IAN KIRBY

When Tim Sanders speaks, he can leave audiences with a feeling they never had before they entered the room. He is the *New York Times* best-selling author of *Love Is The Killer App* and *The Likeability Factor*. On September 18, he released *Saving The World At Work: What companies and individuals can do to go beyond making a profit to making a difference*.

His was the presentation outside of the main stage entertainment that left everyone talking at this year's IACEP convention in Las Vegas, inciting a standing ovation from the room full of elite corporate entertainment producers.

Tim's is a message that everyone should hear. It's about social responsibility. It's about doing what you can, where you are to make a difference. It's about changing the world.



Tim has a great resume, but that's really not what this is about. Sure, you should know that he was Chief Solutions Officer and later Leadership Coach at Yahoo! And yes, he is a New York Times best-selling author. But what this article is really about is the fundamental difference that each and every one of us can make no matter who we are or what we do.

That's right, from pope to pauper,

prince to peddler or underpaid writer (wink) to a highly successful motivational speaker (double wink), each and every one of us can make our world a better place and Tim's here to help show us the way. "I'm a marketing guy," he says. "Most of my life I have worked at companies ranging from Southwestern Bell Mobile Systems to Yahoo!, the last executive position that I held. For the last few years I've been out on the lecture circuit as an author and a speaker." Tim also consults with

many groups on corporate meetings, covering topics ranging from how to make them "greener" to making them more effective.

So, why does a high-powered exec in the corporate world shift from secure comfort to the somewhat more uncertain future of being a catalyst for positive change? "Dumb luck, I gotta say. I was working for a company that Yahoo! later purchased called broadcast.com and I made a sales

presentation to an audience that happened to contain a motivational speaker."

Little did Tim know at the time, this motivational speaker in the audience was Tom Peters, author of "In Search of Excellence" a bestseller published in 1982 which later spawned a series on PBS hosted by Peters. "He saw me give a talk and decided I should be doing what he was doing and started to network me with a variety of people.

This led to me getting an agent, a publishing deal and my first speakers' bureau booking me at conferences and conventions. It really did take off and is an area where I was able to use my talents in research and public speaking for the greatest effect."

Tim describes his overnight success in the way bands often see; unknown one day and the talk of the town the next. "It just blew up, so to speak. It really was like how

a band makes it; you can't explain it, it just happens. But, I will say this; I totally executed against every opportunity I could and I have learned that's the key. There is no lucky break, there's about a dozen of them."

Not just anyone can sit down and write a book (ahem) but now Tim is on his 3rd likely bestseller. But, he is humble. "I have a really good research team and a great editorial team. I have always been a talker and what we have done is essentially captured audio content of me and transcribed and organized it into my books. In fact, when you read my books, it is a lot like hearing me speak. So, I think I am more a researcher that talks than a bona fide author or writer."

Tim's philosophy and outlook are a big part of what he does in motivating companies and employees to do better, and those mantras center on a couple of central ideas. "If you look at all of my work together there are basically two points and they are essentially the same. We live in an interdependent world. Everything is connected. The failure of something around you affects you. The success of something around you helps you. If you realize that, you realize that your success comes by promoting success in other people. Both in individuals and now we are learning, as a company. We now know that companies that are thoughtful, whether they think about the environment, how they can make a difference locally or how they can make their employees lives great are doing better and better. Those thoughtful companies are becoming very popular."

Tim explains that consumers are leaning more and more towards products they can invest in not only



monetarily, but also emotionally. "We are starting to buy a story about what stands behind a product or a service, because we know our money is making a difference. That is a huge paradigm shift that has happened in one generation. So, my philosophy is that you will do very, very well- by doing good."

So, what is doing good? Doesn't everyone strive to do good in some capacity? What about those people out there who may be in fields that are traditionally looked upon as having a potentially nega-

He doesn't have to go hand out his money to be doing good."

What we are really talking about here, Tim says, is social responsibility, which he more clearly defines. "Social responsibility isn't about giving your money away, it's about how you make that money. There is a big difference - it's about being thoughtful. Now, with what's going on with Wall Street and how it is affecting Main Street, we are all soon to be ten times more upset as a public than we were after Enron and WorldCom."

Corporate events are something Tim has a specialty in and can be a valuable asset in improving. "This is something that I have been intrigued by and studied now for the last few years. I consider it very interesting because I believe that corporate events conferences and conventions are the movies of the business world. These are the places where the 'prairie dogs' leave the 'cube farms' for three or four days and go to a remote location where a producer has put together a pretty stunning event. Its filled

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tive impact either environmentally or socially (i.e. Strip miners, weapons manufacturers, lobbyists, etc.?) "That philosophy applied to say, a coal miner would have to do with that coal miner being very respectful of other employees, especially if he is a manager. He would be looking out for the safety of his employees; that is how he is going to do good in that situation. If he were to read my book, he would go to work and say 'I don't just push numbers and spreadsheets, I also look out after my people.' Because one accident in the mine is really bad for business, not just literally but also in reputation as well, so if that guy is thinking that way, he is doing good in my book.

Tim says trends are going toward us practicing all aspects of social responsibility, in commerce, personally and politically. The sooner we can all get on and adapt the better off we'll all be. "In the future, we are going to scrutinize companies, we will scrutinize how much executives will be paid and believe me, we will scrutinize corporate meetings to make sure they are not in excess and that they deliver value for the investment, just like what happened in 2002 after Sarbanes/Oxley. There is going to be a lot of thoughtfulness going on over the next couple of years and all of us have to think about how to bring that to work."

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Its apparent by listening to him that Tim knows what he is talking about. It is obvious that he knows corporations, corporate culture and more specifically corporate event planning. He knows what clients want, need and how to get it to them. He can build a custom presentation for any client on nearly any topic and gives his own unique insights built through

years of keen observing, vigorous research and an intuitive understanding of the human condition. Tim Sanders is one presenter you can't help but consider perfect for any corporate or motivational engagement.

"What I have learned is that the best way a corporate event planner can make a difference is to leverage that meeting to help teach people corporate initiatives, like 'Going Green' or 'We Make a Difference On a Local Level' or 'This Is a Great Place To Work.' I think the corporate planners should research the companies they work with and find out which of these themes are most dominant, because I am learning that almost every big company is committed to at least one of the things I just mentioned."

"You want a partner to help deliver that theme. You want to find the right speaker to create your corporation's values. You can change the nature of meetings themselves."

Tim's presentations tell companies how they can maximize their profits while being socially responsible, even through social responsibility. He can show how greener meetings are not only better for our world but also more economically sensible. He can show you how to make your meeting, your company, your world, a better place.

BOOK IT! For more information on bringing Tim Sanders to your next important company gathering, contact Christa Haberstock, at cmi speaker management toll free 877-307-7403.

