



## Tim Sanders

### Harnessing the Power of Great Relationships

Based on his best selling book, *Love is the Killer App: How to Win Business and Influence Friends*, this presentation outlines a neo-Carnegie approach to better business. His theme is that happy employees and satisfied customers drive business. He provides advice on how to build relationships with Knowledge, Networking and Compassion.

Case studies, statistics and specific examples provide great proof that a positive work environment and positive customer dialogue always produces better profits as well as customer/employee satisfaction. Tim argues that some companies operate on a vicious cycle while others build a virtuous circle based on caring and trust.

Throughout the talk, Tim draws on a theme that defines great relationships, solid business culture and innovation: Abundance vs. Scarcity. In this talk, Tim outlines the threat of scarcity thinking to any great organization. He also outlines ways to spot it and rid your culture of it.

This is a customized talk, designed to meet the needs of a relationship driven theme. Tim conducts numerous interviews with audience members, executives and meeting planners to determine specific stories that will bring to life the following statement: "You will accomplish more in the next two months developing a sincere interest in two people than you'll accomplish in the next two years, trying to get two people interested in you!"