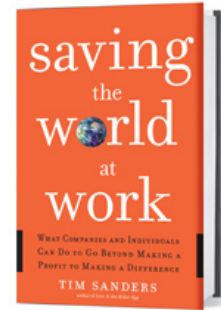


# Tim Sanders

**Keynote: *Saving The World At Work: What companies and individuals can do to move from making a profit to making a difference (Doubleday 2008)***

Based on the book by the same name published by Doubleday/Currency.



**Subject areas: Business Trends, Leadership, Branding, Motivational**

**Premise of the book:** There is a revolution going on in the business world where companies will compete based on social innovations. Consumers, talent and investors are gravitating to companies that achieve high levels of social responsibility towards people, communities and the environment. The key for companies to thrive during this new era of business is to innovate how it does business and achieve high levels of employee participation. Companies leading the revolution include: Google, SAS Institute, Aveda, Patagonia, Interface, General Electric and Wal-Mart.

Tim's keynote has an empowering message: A single employee can change the culture of an entire organization. A single employee can band together with like minded coworkers and create a powerful group for good. Sample stories that can be included in the keynote: A regional sales manager at InterfaceFLOR that saved landfills from over one hundred million tons of discarded carpet. A corporate attorney that convinced Microsoft product managers to dramatically reduce packaging size and waste. A small group of bank tellers that convinced their senior management to get involved in breast cancer fundraising as a branding strategy.

## **Keynote actionable takeaways:**

This talk will challenge audience members to:

- Improve the quality of life of all employees and workers
- Connect with local host communities and strengthen them
- Reduce individual and company environmental footprint

## **Customization in the keynote:**

- Corporate meetings (Sales, Management, Leadership): Tim will consult with the client to identify social opportunities already in existence, but not well participated in. Examples include: Foundations, mentorship programs, ethics programs and volunteer activities. From the platform, Tim will identify these programs and show the audience how to "save the world at work" when they get home by immediately signing up for these programs.
- Association and Industry meetings: Tim's team will research the relevant social opportunities in an industry (example: recycling in electronics) as well as the association's most important social causes. He will advocate them from the platform.

## **Great fits for Tim Sanders' keynote:**

Any company or association that is making social responsibility or sustainability a key part of their strategy. Eight out of ten Fortune 500 CEOs see this as the most important brand and reputation issue of the future. Less than one out of ten employees ever participate in any environmental, community or social programs at their company. Tim's talk will be music to these executive's ears.