

**“People are the next big thing,”** writes Tim Sanders in his first book, a New York Times business best seller. His point of view is novel: your customers do business with your people, not products or processes. Your relationships with your talent, partners, and customers are the most valuable assets you have. So treat people as if they are #1.

## Tim Sanders Gives the Power to the People

From people skills to humanizing business, his talks center on the people side of the profit and loss statement. Too often, we approach business from a technological or financial sense and miss the bigger picture. Based on hundreds of thousands of pages of research, he offers bottom-line expertise with clear takeaway items for audiences. Each talk is customized to fit the event theme and objectives.

### People Skills are Key

Business runs on relationships: company to employee, brand to customer and partner to partner. During the last few years, emotions are frayed throughout a company's value chain, creating a business opportunity for people centric companies. The key to building and keeping relationships is emotional talent: confidence, friendliness, empathy, and authenticity.

*Sales, Leadership, Talent Management, Customer Service*

### Do Well by Doing Good

If you grow everyone in your business life by sharing knowledge or networking, you will enjoy success over the long haul. Why? People reciprocate and pay it forward. If companies help employees prosper, retention is high and recruiting costs are low. When they find synergistic ways to assist local communities in need, they generate local goodwill and employee satisfaction. Done right, going green is good for the bottom line, and critical to winning the war for talent.

*Leadership, CSR, Sustainability, Sales*

### The Power of One Person

One person, regardless of role or rank, can change the world. Business history is filled with stories of staffers, sales reps, mid level managers and even factory workers that created change inside their company – which solved problems, created opportunities and inspired entire industries.

*Motivational, Leadership, Management, Innovation*