



The Fred Factor ***How to Make the Ordinary Extraordinary***

Mark Sanborn, CSP, CPAE

The Mission: Be a Fred

...continually create new value for those you live and work with through dedication, passion and creativity.

THE FOUR PRINCIPLES:

Everyone makes a difference.

The only question at the end of the day is “What kind of difference did *you* make?”

Everything is built on relationships.

Go beyond simply interacting with customers and colleagues to build relationships.

You must continually create value for others, and it doesn't have to cost a penny.

You can replace money with imagination. The objective is to *outthink* your competition rather than *outspend* them.

You can reinvent yourself regularly.

No matter what job you hold, what industry you work in or where you live in the world, you wake up every morning “*tabala rasa*,” with a blank slate, and you can make your business and your life anything you choose.

Sanborn & Associates, Inc.

800.650.3343

www.marksanborn.com

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