

# CAROL SANFORD

REGENERATIVE BUSINESS EDUCATION

KEYNOTES & WORKSHOPS  
THAT DELIVER

**GROWING  
EARNINGS, MARGINS,  
CASH FLOW.**

Book Carol Sanford for

**ENERGIZING,  
INNOVATIVE AND  
PROVEN SYSTEMS.**

**Design and Lead the Business of the Future.  
Carol Sanford's Education for Growth-  
Minded CEOs and Entrepreneurs.**

Carol Sanford has led a revolution in the ways business is conducted, in long-term engagements with Fortune 500 CEOs and Entrepreneurs, repeatedly yielding game-changing innovation, market leadership, and financial returns. Her A-rated keynote speeches and multi-award-winning books, recount case stories of her work that inspire and instruct businesses to re-imagine their way of working.

Her books, *The Responsible Business* and *The Responsible Entrepreneur*, are required reading at leading business schools including Harvard, MIT, and Stanford. The University of Washington Bothell School of Business has a joint venture with the Carol Sanford Institute - The Responsible Business Executive Education Program.



## CLIENT TESTIMONIALS

"The way of thinking about running a business offered in *The Responsible Business* is critical for re-imagining the future of business. Rarely a day goes by that I do not call on this way of thinking and looking at the world. It is useful in most walks of life, and in taking on the big business decisions that so many of us face every day."

- Chad Holliday, Former Chairman  
and CEO, DuPont Corporation



"Carol Sanford shares the insights gleaned from a lifetime of working with path breaking businesses. She tells you how she worked with them to transform how they think about themselves and the world – and not only sustainable prosperity but levels of meaning and commitment that most firms only dream of. She has created the prototype for the future of business."

— Rebecca Henderson, Senator John Heinz,  
Professor of Environmental Management



"Working with Carol changed the course of my life and that of Seventh Generation; responsible growth of 40-65% annually!"

— Jeffrey Hollender, Seventh Generation, Co-Founder



"I strongly recommend this work for running a balanced and responsible organization."

— Michiel Bakker, Google



"Carol can explain why and how the changes work rather than simply suggesting changes and which lets you continue to extend the capability. She really knows what she is talking about."

— Will Lynn, Kingsford, President (Hidden Valley, Britta)



## PARTIAL CLIENT LIST



# TOPICS FOR KEYNOTES AND WORKSHOPS

**5 Proven Principles to Design and Lead change:** Make it seamless and pain free!

**Build, not buy, talent:** FAR better for loyalty, expenses and business growth while building a strong culture of innovation.

**Everyone has the Mind of a CEO :** The SEED-System to build results thinking in everyone

**Create a Culture of Innovation:** How innovation can be a way of doing everything from Strategy to Operations.

**Alignment:** Get you entire business singing off the same page

**Transforming Consumer Perspectives:** Turn consumer or customer challenges into market innovation

## AVAILABLE SERVICES

- In-house Executive Education
- Assessment of Singularity Alignment
- Executive Certificates in Joint Venture with University of Washington Bothell

## BENEFITS AS A CEO

- **More confidence as a CEO** that you know the questions to ask and the relationship between those questions in your business.
- A comprehensive and comprehensible framework to engage your organization for focus and direction, as well as alignment on the focus that **makes work meaningful and compelling.**
- A ready-to-hand framework and approach to **disrupt your own mindset, open up options, and how to bring critical thinking to decision-making,** for yourself and eventually across the organization.
- Have the power to **create singularity in the marketplace,** which all but guarantees a non-displaceable business.



- BUSINESS GROWTH
- BUSINESS STRATEGIC LEADERSHIP
- MANAGEMENT

## CAROL'S MOST REQUESTED TALKS

**Get A Self Motivated Workforce:** What we have known for decades but ignored— money, retention and leadership misguidance.

**Focus The Business:** Everyone pulling in the same direction, and giving their all.



"[Carol Sanford's books/teachings are]

**INDISPENSIBLE TO THE STUDY AND FIELD OF BUSINESS**

... in fact, this is the textbook."

-Jack Covert Selects, 800CEOREAD.com

- CHANGE DESIGN AND MANAGEMENT
- MOTIVATION
- CORPORATE CULTURE