

WILL MARRÉ

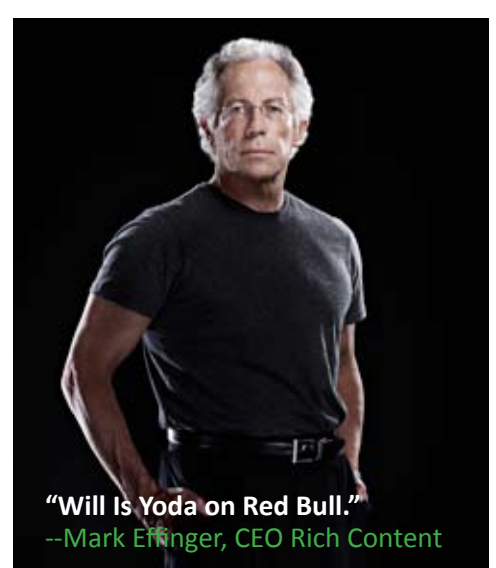
BIOGRAPHY

“Will combines the remarkable talent of a world-class idea generator, with the pragmatism of a world-class implementer. You will be energized into action.”

- Fred Harburg, former President, Motorola University

“Will you are one of the most inspirational speakers I have had the privilege of hearing. I am not entirely sure what makes you so special, but I think it was the purity of your message combined with your humble and honest sincerity which cannot be faked. You and your message is unforgettable.”

- Leadership Values Forum Clemson University



Will Marré is the co-founder and former president of the Covey Leadership Center where he translated the concepts of *The 7 Habits of Highly Effective People* into powerful leadership courses taught to millions of executives worldwide. Today Will is an evangelist of socially strategic enterprise that transforms Corporate Social Responsibility into Corporate Social Opportunity.

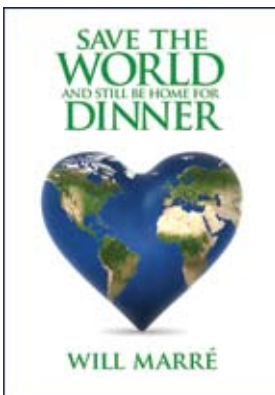
Will has been a business leader and consultant for 25 years to world leading companies such as Disney and Procter and Gamble. Now he is on a mission bringing his experience, vision and personal fire to the world to create a future of sustainable abundance.

Will is passionately helping organizations improve the quality of their people's lives and accelerate economic and social improvement throughout the world. Using cause marketing with New York Stock Exchange companies to develop social-eco commerce, Will co-founded the Seacology Foundation that has saved nearly 200,000 acres of fragile island eco-systems and rainforests and 2 million acres of coral reefs.

Will is currently on the advisory board of the Human Performance Institute, a new Johnson & Johnson company dedicated to improving health and life satisfaction measures throughout the world. GE has also tapped Will to help them communicate the “green” value of their revolutionary organic LED lights. His personal passion for sustainable business innovation is also helping the renowned Grameen Foundation lift 100's of millions of people out of grinding poverty through micro-credit.

In 2004 Will founded The American Dream Project to ignite leaders of the future to develop and find the ideas, tools and relationships they need to create the next chapter in American and world history. Will recently received an Emmy Award© for writing the learning documentary “Reclaiming Your American Dream” that continues to air on Public Television stations around the country.

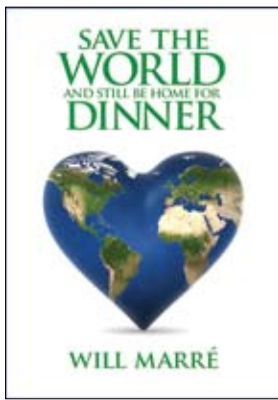
Will is dead serious with a humorous style. He connects up-to-minute research with clear insights into a river of powerful ideas. As a leadership expert and an unrelenting advocate for a sustainable future, Will always brings his original ideas, unconventional views and infectious passion.



Will currently serves as Consulting Director of the Corporate Responsibility Forum at the University of California San Diego linking civic, non-profit and the business community into a common vision of the future for the San Diego California region. Will serves on the leadership faculty of UCSD extension, the visiting Scholar of Social Enterprise at Clemson University and is a former Leadership Scholar in Residence of The University of San Diego.

Will's new book *SAVE THE WORLD AND STILL BE HOME FOR DINNER* will be released in September 2009.

His daily blog, “Ten Years to Save the World” is at thoughtrocket.com/blog. You can also follow Will on Twitter (@willmarre) or Facebook.



SAVE THE WORLD AND STILL BE HOME FOR DINNER

WILL MARRE

Based on his new book, *Save the World and Still Be Home for Dinner*, Will Marre presents nearly three decades of experience with some of the world's biggest companies like IBM, Disney and Procter and Gamble, and research over the last five years interviewing and surveying three generations in our workforce about the future we most desire and the work we most want to be engaged in. The conclusions are that nearly 90 percent of us most want meaningful work and joyful relationships. These desires run deep across all generations and both genders. They are far stronger than desires for security or material comforts. These drives are showing up at just in time to pull us out of our world's crash dive into an unsustainable future.

Save the World and Still Be Home For Dinner points out that our institutions, from business to government to charities, are so engaged with trying to repair the status quo they are often ignoring the radical solutions that are already being generated by entrepreneurs, employees, teachers, and citizens.

Save the World and Still Be Home For Dinner brings this vividly to life with stories of people we've never heard of from CEOs to students saving our future in ways large and small. Mid-level employees, teachers, and moms become models that bring a formula to life for living an extraordinary life. The result not only inspires but also lays out a step-by-step process that maps a path to living a life we both value and enjoy, and a simple formula he's taught to thousands to unleash their Drive, Design and Desires to create mind-blowing value for their companies and themselves.

Worldwide trends are driving new attitudes about work, lifestyle and relationships that are radically reshaping competitive workplaces. This presentation energizes audiences with a specific blueprint to take control of their lives and their work and inspires them to create unique value right where they are. Executives, managers and employees report gaining a new sense of control and a conviction to re-energize their work style while they build a sustainable, fulfilling lifestyle.

The key insight is that when we change our world, the world changes. Audiences feel a new sense of self-reliance as well as the opportunity to make a difference that matters. *Save the World and Still Be Home for Dinner* is the inspiration to start right where we are. Today.

This speech is ideal as a keynote to associations, general employee audiences, audiences with spouses, or students.

"Will Marre has a vision of a better world, and Will is as good as it gets in having vision and inspiring others to achieve and sustain that vision."

- Lex Watterson, President
Mountain West Capital Network

"You really know how to grab our attention, hold it and inspire change. Many of us will make permanent changes because you came today."

- Joe Monahan, VP Sales, Nike

What if your managers and employees were fully committed to your organization's goals and brought their best every day?

What if your managers and employees were constantly generating high-value innovations to your products and services?

What if your managers and employees were constantly recruiting new customers and new talent to help grow your enterprise?

THE AUDIENCE WILL LEARN:

- Top research on the behaviors and choices that create deep life satisfaction.
- How to take responsibility for creating unique value in any work environment.
- How work productivity is tied to innovation, which needs to be liberated from today's mind in order to see tomorrow's opportunities.
- The cycle of insight that creates new, more simple ways of achieving goals.
- How to turn your work into a calling, harnessing your unique design and heartfelt desires.
- How to revolutionize how you live into a lifestyle you both value and enjoy.
- How to identify your legacy; your unique difference that is the difference.
- How a change of perspective instead of change of jobs often leads to breakthroughs of creativity, initiative and satisfaction.
- How dozens of ordinary people are saving the world and as the result, living the most extraordinary lives.
- The uncommon habits of how people living extraordinary lives think, decide and act.
- How individuals can transform any circumstance into a fulfilling, exciting and contented life.

REAL LEADERSHIP

HOW TO GROW YOUR BUSINESS AND SAVE THE WORLD AT THE SAME TIME

For nearly three decades Will Marré has either led fast growing enterprises or helped global leaders grow theirs. Today, Will's in-the-trenches view reveals that it's harder than ever to make a profit, fuel an engine of sustainable growth and keep your employees happy. This is all too real. Performance demands are dramatically being raised yet leadership development has not progressed in 25 years. CEO turnover is at an all-time high. Employee engagement is at an all-time low. And customer loyalty is evaporating quicker than glacier melt. Consumers, employees and investors are demanding more value, less waste and above all, continuous mind-blowing innovation to create a sustainable future.

REALeadership is a new model of leadership for a world under going radical shifts in values, technology, resources, and corporate responsibility that is changing everything. Competition is ferocious and often invisible. *REALeadership* is a new Paradigm, armed with a new Business Model, equipped with a powerful universal Innovation Process that transforms organizations into powerhouses that know their unique value, generate fierce customer loyalty, redefine their industry, carve their own market and create sustainable abundance.

Creating a future of sustainable abundance is the greatest economic opportunity in world history. Will Marré uses real examples of his own clients like Johnson & Johnson and GE, non-profits like Seacology, and alliances like Nike and the Lance Armstrong Foundation to show how unique value can be created from discovering a new set of competitive factors uncovered through his Unique Value Compass. Will's three-dimensional *REALeadership* model is the new framework every organization, forward-looking leader, and business student should know to drive new growth, create new customers and boost profit margins



This topic is ideal as a keynote, workshop or training to C-Level Executives, Managers, Human Resources, Associations, and CSR, Green, or Sustainability Conferences.

"Your expertise and enthusiasm on raising awareness of this important subject made all of us inspired. The commitment and personal passion you invested in this workshop captivated the audience and has led to a deeper conversation about issues that matter."

- Dr. Kokila Doshi, USD, School of Business

"You really know how to grab our attention, hold it and inspire change. Many of us will make permanent changes because you came today."

- Joe Monahan, VP Sales, Nike

What if you could become your industry's far-and-away leader by radically re-inventing your business model—developing disruptive uses for technology and fully embracing sustainability as a cost saving growth driver? Could anyone compete with you?

What if everyone in your organization was committed to drive costs to zero and value to the infinite?

THE AUDIENCE WILL LEARN:

- How to transform your business into a powerhouse using the three dimensions of the new leadership framework, *REALeadership*.
- What virtually every global company is doing to make their products "non-toxic, energy-efficient and sustainably packaged."
- Why "saving the future" is the business growth opportunity of the 21st Century.
- How a growing worldwide concern for social equality, economic opportunity and personal development has changed the way organizations train and develop leaders.
- How to outperform business-as-usual enterprises by redefining your industry and forging new, uncontested markets.
- How to seize social and environmental issues as strategic opportunities to create profitable growth and serve the world.

Numerous examples of contemporary leadership successes and failures make the presentation inspiring, practical and timely:

- How a California-based manufacturer with \$15/hour labor blows away \$1/hour Asian competitors by using technology that lets his customers design their own products.
- How a Virginia start-up is creating an "eBay" of hundreds of expert consultants who self-organize to take on worldwide consulting projects.
- What FedEx is doing to re-invent their value proposition by reducing the freight they ship.

BEYOND BRANDING

MAKING YOUR COMPANY MATTER

WILL MARRE

"If you went out of business would anyone notice?"

Most marketing and advertising publicity and promotion miss the essential point. You can be famous for something that matters, infamous for something bad, or just be invisible. Increasingly, most businesses default to infamy or insignificance. The constant media blast of indistinguishable promises has reduced branding to blanding. Today consumers no longer respond to branding because they demand personal relevance. The value you promise must be unique, relevant and engaging. If it isn't the world simply doesn't need what you're offering. In a new world, driven by new values, what's relevant is how you are creating sustainable abundance...a sustainable, enjoyable future.

Beyond Branding is the 21st century reinvention of marketing-driven business. It is the new world of Active Advocacy that is rapidly replacing tired tricks of product branding and is vital to anyone who is charged with value creation.

Whether your goal is to:

- Introduce a new brand or product
 - Expand branding and marketing efforts
 - Energize your sales team to sell more
 - Increase employee creativity, innovation and production
 - Develop company and leadership's personal brands
- the wild frontier beyond branding is Active Advocacy.

In *Beyond Branding* Will lays out an "energy grid" which shows a crystal clear picture of the net physical, emotional, mental, social, spiritual, and personal connection organizations generate with customers and employees. He also uses a game-changing Unique Value Analysis as an in-your-seat experiment that allows you to chart your organization's consumer relevance and strategic soul, which are the drivers of consumer advocacy.

Beyond Branding is packed with original research from Will's American Dream Project. Will uses his personal cases with clients such as Nike and Johnson & Johnson and scores of under-the-radar examples to give his audiences the inspiration, innovative ideas, and practical tools you can implement immediately to make your company matter.



"Your work with us has been vital in melding two major health care organizations of equal size and complexity into one of the largest health care organizations in the United States. Your ability to speak to large and small groups and capture the issues has been invaluable in helping us move this organization forward in complex and difficult times."

- Van Johnson, CEO, Sutter Health

"Will you're damn good. You ought to do this for a living."

- Herb Kelleher, Chairman, Southwest Airlines

THE AUDIENCE WILL LEARN:

- Why marketing in the 21st century must drive strategy, rather than the reverse.
- Why a Big Promise to consumers and employees is essential to create a corporate spine in a world dominated by corporate flubber.
- How cause marketing will only work if you "own the cause."
- The framework for Active Advocacy and how to reinvent your marketing and sales teams today.
- How some companies are driving costs to zero while increasing value to the infinite.
- A clear process for business model/value reinvention.
- How to find the unique value your organization may already have.
- How to fully engage both your customers and employees through Active Advocacy.
- The problem your customers want you to solve.
- How to avoid the three traps of cause marketing.
- Why the myth that social networks or guerilla marketing constitute meaningful engagement.
- The six big issues that determine your company's reputation.

This speech is ideal as a keynote to C-Level Executives, Marketing & HR, Associations, Cause Marketing and Corporate Responsibility Conferences

TALENT ON FIRE

IGNITING A CULTURE OF SUSTAINABLE INNOVATION

*Are your employees out of new ideas for new products and services?
Are your employees no longer inspired?
Are your employees asking, "Will my job be safe?"
Are leaders frustrated by a lack of employee commitment to business goals?
Do you need to create motivating workplaces where employees can thrive?*

Companies today have missed the point of employee motivation by trying to create "great places to work" instead of igniting motivation from the inside-out. Today, the corporation is undergoing a revolutionary change. Employees cannot be harnessed like horses to pull a strategy forward quickly enough to compete for a "warm barn and a bale of hay." 21st century leadership requires leaders to train and focus employees innate motivations to continuously innovate. This builds world-class business cultures and creates a continuous stream of unique value propositions.

For over two decades Will has seen that when even the best companies are assaulted by the business threats of economic turndowns and disruptive competition, things get rough on employees. Layoffs, shrinking benefits and brutal work hours generate cynicism, deflate initiative, and suffocate innovation. This results in a culture of helplessness and a path to decline.

New research from his own American Dream Project as well as ground-breaking studies funded by fifty global companies reveals that now all workers, from Gen Y (20-32) to Boomers (50+), overwhelmingly need the same things to be fully committed to their employer's goals. Talent on Fire reveals this research and confirms the connection between these personal values and work generates the fiercest loyalty, creativity and collaboration. Will's direct experience with companies like Sea World, FedEx, KPMG, as well as mid-sized enterprises and micro-credit non-profits, forged his Sustainable Innovation Process for developing self-motivating cultures.

Talent on Fire is THE topic of our age. Those who master the challenge of talent and innovation will have unprecedented success. But igniting your company talent pool requires more than inspiration. Simply turning your employees loose to do random acts of innovation is not productive. Sustainable Innovation requires a new systematic process that focuses latent creative energy into a strategic value creation process that will yield new products, new services, and add new customers.

This topic is ideal as a keynote, workshop or training to C-Level Managers, HR, Associations, and CSR, Green or Sustainability Conferences.

"Will, you are a truly motivating speaker. Both your inspiring and compelling message as well as your delivery has amazed me. You always demonstrate a unique ability to quickly assimilate and incorporate the highly technical nature of our business into your presentations. Your performance in front of key groups of our partners and professionals has been a series of 'home runs'."

Douglas J. Green National Partner in Charge Tax Products & Solutions KPMG

THE AUDIENCE WILL LEARN:

- How the only real path to creating a self-motivated workforce is to train employees to take responsibility to express their highest values in their work.
- How to focus employees through the Sustainable Innovation Process that generates new high margin offerings.
- How to lower costs and INVITE more customers to experience your brand.
- How to INVENT new solutions to un-addressed problems and unseen opportunities.
- How to IDEALIZE your processes and products to eliminate their most costly and obnoxious elements.
- How to ignite breakthroughs from individuals by making leadership choices that eliminate any personal barriers to success.
- How to innovate solutions that identify new profit sources and provide sustainable abundance.
- How to engage customers by leveraging their unique value.

70 percent of the workforce and over 50 percent of management are not fully engaged in their daily work. - Gallup and Towers-Perrin

54 percent of employees are looking to change their employment after the recession subsides. - Harris Poll

The cost of disengaged workers exceeds \$500 billion in lost productivity. - Gallop

86 percent of the global workforce want to directly contribute to social good and environmental sustainability. - McKinsey & Company, Global Workforce Study

WILL MARRE

BIOGRAPHICAL MILESTONES



At 25, Will bought his first business, Beachcomber Bills Beachwear, for \$1.00 and built it into a multi-million dollar manufacturer, selling to retailers from Neiman Marcus to Nordstrom, and his 9 factory outlet stores in two years.

From his first business success, Will was asked to consult with several west coast sportswear companies including Hang Ten, Lightning Bolt and Quiksilver.

By 30, Will had started a strategic consulting practice specializing in refinancing and turn-arounds.

In 1983, Will co-founded Covey Leadership Center with Stephen Covey with a vision to become the most influential leadership training organization in the world. Will served as President of The Covey Leadership Center for 7 years.

Created "The 7 Habits of Highly Effective People" audio and video training programs in 1984 which have been used to train millions of executives world wide.

Planned, marketed and hosted the largest leadership training satellite broadcast to over 200 universities featuring Stephen Covey and Tom Peters in 1985.

Started the Masters of Leadership Series for Senior Level Executives with faculty including Ken Blanchard, Tom Peters, Warren Bennis and Stephen Covey.

Conceived and created Leadership Week for Senior Executives held monthly at Sundance Resort in Utah continuously since 1987.

Packaged and sold "The 7 Habits of Highly Effective People" to Simon & Schuster, which has sold over 20 million copies, is still on the New York Times Business Bestseller List and has been named the most influential business book of the decade.

In 1992 Will was recruited by the American Quality Foundation, an organization founded by ten large U.S. Companies including General Motors, AT&T and Disney to develop "The Stuff Americans Were Made Of," a national quality initiative for knowledge workers and executives.

In 1993, co-founded Inside Out, an executive coaching and training firm designed to significantly improve leadership performance.

In 1993, co-founded the Seacology Foundation, the only conservation organization in the world expressly dedicated to saving the fragile environments and cultures of islanders especially in the South Pacific.

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Will Marré/ BIOGRAPHICAL MILESTONES – Page 1 of 2

Since 1995, Will has served as a personal leadership advisor and coach to many CEO's of multi-billion dollar companies.

In 2003, founded the REALeadership Alliance consultancy with a vision to drive world-wide Sustainable Abundance by training leaders on an "evergreen innovation" process to create streams of "relevant value."

In 2004, founded the American Dream Project, a research initiative to discover what the American Dream is for the 21st Century. The project focused on the perceptions, values, and hopes of Gen21, the 126 million young Americans ages 15 to 40 who are the leaders of tomorrow.

Will has authored the book, "Your Dreams on Fire," and written and co-produced three popular DVD's, including "America's Coach," as well as a personal development program titled "Lifeology."

Will was awarded an Emmy from the National Academy of Television Arts and Sciences for writing a learning documentary, "Reclaiming Your American Dream," aired by PBS. (The show also won additional Emmy's for the Director and Producer.)

In 2005, founded the REALeadership Alliance with a vision to drive world-wide Sustainable Abundance by inspiring leaders with mind-blowing business ideas they act on.

In 2006, Will was appointed Leadership Scholar-in-Residence at the University of San Diego.

In 2008 became a senior advisor to the Human Performance Institute, a Johnson & Johnson company, to create a state-of-the-art "hybrid" online learning system to teach whole person health and human performance principles to global workforces.

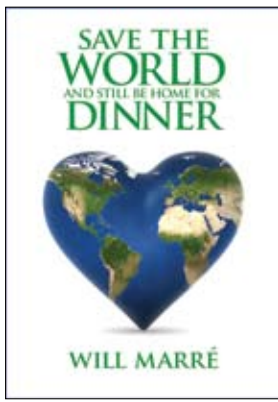
In 2008 Will was appointed Consulting Director the The Corporate Responsibility Forum for the University of California San Diego.

In 2009 became a vounteer advisor for the Grameen Foundation to help scale-up micro-credit to bring 500 million people out of poverty by 2015 through personal entrepreneurship.

In 2009 authored *Save the World and Still Be Home for Dinner* (Capital Books)

PARTIAL CLIENT LIST:

- Johnson & Johnson
- General Electric
- Procter and Gamble
- Nike
- Disney
- AT&T
- IBM
- Gap
- KPMG
- General Motors
- Sutter Health
- ClubCorp
- American Marketing Association
- FedEx
- Bain Capital



SAVE THE WORLD AND STILL BE HOME FOR DINNER

BY WILL MARRE

"I read the book over two evenings and LOVED it! This is the kind of book that makes me crazy with a desire to send to everyone I know. (That's probably a little extreme, but I have been known to be somewhat exuberant when I am inspired.)"

- Marjorie Palonen

"You really know how to grab our attention, hold it and inspire change. Many of us will make permanent changes because you came today."

- Joe Monahan, VP Sales, Nike

*** HOLD FOR RELEASE: September 30, 2009 ***

Save the World and Still Be Home for Dinner an Inspiring Call to Action

Do you have so much passion for a cause that you would be willing to travel across the country with only \$150 in your pocket to follow your dream? If you were offered \$60 million to retire from your job, could you turn it down because you love your job so much you simply couldn't leave it regardless of the cash laid out in front of you?

These are decisions made by real people that author Will Marre wants us to know about so we might summon the courage to make "our difference," the difference he believes we are uniquely designed to make.

In **SAVE THE WORLD AND STILL BE HOME FOR DINNER** (Capital Books, September 30, 2009), Marre paints a vivid picture of people who are transforming their careers, personal relationships and individual place in the world. He tells story after story of seemingly ordinary people choosing to work, live, and love in extraordinary ways. It then provides the exercises to help us transform our lives by creating a sustainable abundance of all that is truly important in life, both material and spiritual.

Marre believes the only way to achieve personal sustainable abundance is to help invent it for everyone. We have two choices. The first is what happens if we do nothing. This choice will create a future fundamentally driven by increasing scarcity and competition characterized by economic and military wars and immense suffering. The second choice is positive adaptation driven by entrepreneurial invention that amplifies our standard of life as we increase human health, human rights and human opportunity. The second choice is not automatic, but making the right choice during the next 10 years is maybe the most important choice in human history.

By "Save the World," Marre asks readers to stand up for something that really matters to them. He asks them to make their unique contribution to a sustainable future and add value to the lives of others. "Still Be Home for Dinner" refers to our ability to enact these changes in our own way – a way that fulfills the heart and satisfies the soul.

SAVE THE WORLD AND STILL BE HOME FOR DINNER helps businesses and individuals alike take responsibility and ask: What can I do to transform my job, my business, and my life to help create a sustainable future for all?

In **SAVE THE WORLD AND STILL BE HOME FOR DINNER** Marre examines how every individual from CEO to stay-at-home mother can make their difference to save the world if they examine their own unique gifts, talents and experience to make the biggest impact. Marre simplifies this seemingly overwhelming concept by giving practical steps and vivid real life examples of everyday people who have made a difference and are living a life they truly relish.

-more-

Will Marre/ SAVE THE WORLD AND STILL BE HOME FOR DINNER – Page 1 of 2

Using Marré’s trailblazing approach combining civic activism with personal happiness, readers will learn how to become an engine of change and be inspired to:

- Rethink where they are in their life plan
- Focus on what really matters to them—their “Promise”
- Amplify their loving relationships and pursue personal joys

“We all want lives of genuine meaning,” Marré writes. “We all want lives that create value and leave the world a better place for our having walked here. But we also want to enjoy the process. To feel love, connection, belonging, excitement and stimulation. We want quiet time to think, to not think, to watch the geese fly. To enjoy a little beauty and romance, to sleep an extra hour now and then and to have those rare days in which we don’t have to solve anyone’s problems. To live a life we both value and enjoy. That’s the good life. Is it too much to ask?”

“No, it isn’t,” he concludes, “it’s the only thing to ask.”

SAVE THE WORLD AND STILL BE HOME FOR DINNER helps businesses and individuals alike take responsibility and ask: What can I do to transform my job, my business, and my life to help create a sustainable future for all?

The book shows readers the power of individuals and corporations such as:

- Chris who, surprised by his own compassion, decided on the spot to pay for the college education of one of the Lost Boys of Sudan and later helped him build a school in Southern Sudan.
- Martin, a global executive of a multi-billion dollar company, who re-invented himself as a revolutionary leader of environmental sustainability throughout North and South America—turning his knowledge of business into a force for change.
- Kim, who saved her money-losing chain of technical schools by enlisting the help of every employee and transformed the company into a powerhouse of 21st century skill training within eighteen months—without a single lay-off.
- Kate, who used the grief and wisdom of losing her mother to cancer to found a groundbreaking charity to help grieving children when she was only 27.
- Mike, who leapfrogged from a surf-ski bum into a leading creator of sustainable footwear for an international company.

Marré truly believes that “when we change our world, the world changes.”

In tumultuous times, for readers who are not ready to give up, and are ready to take responsibility for driving the future, **SAVE THE WORLD AND STILL BE HOME FOR DINNER** will become a beacon of hope and a model for civic activism and personal social responsibility for the 21st century.

SAVE THE WORLD AND STILL BE HOME FOR DINNER

By: Will Marré

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**To Schedule an interview with Will Marré, please contact
Candie Perkins at candie@willmarre.com or 866-876-6596**