



BEYOND BRANDING

How to Engage Your Customers and Employees in a New Mind-Blowing Process of Unique Value Creation

ACCOLADES for Will Marre

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

- Herb Kelleher, Chairman, Southwest Airlines

"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, SutterHealth

"Will Marré 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. When Will is passionate about something, things happen. 25 years ago terms like "paradigm," "be proactive," "circle of influence" or "win-win" were as rare and strange as the word "computer" was 60 years ago. Now those are not just part of the lexicon, they are concepts which empower people and organizations around the world. That happened because Will had a vision that took a regionally known professor and turned him into "Stephen R. Covey, World-wide Guru." Will convinced Covey to embark on an enterprise to share his little known "Seven Habits of Highly Effective People." He attracted, inspired and empowered a team that propelled the Seven Habits and the Covey Leadership Center to great heights. That company merged with Franklin to form a world leader that helped establish training as an industry, not just a few boutique businesses. None of that would have happened except Will had a vision that moved others to act."

- 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 Callahan, VP Sales, Nike

"Thank you sincerely for your extremely powerful and inspiring address to our senior management group. Your presentation and emotional stories left everyone in the room inspired. Speaking with such conviction you totally captivated all of us."

- Ron Mannix, Coral Group Chairman of the Board

"Your presentation was thought provoking, entertaining and directly addressed issues that the credit union industry must address if they are to survive and prosper. The attendees were CEOs of some of the largest credit unions in the country and your presentation was the highest rated of all the speakers on the agenda. Clearly your message resonated with them."

- Bill Handel, VP, Raddon Financial Group

"You were a BIG hit at the Boys and Girls Club Leadership Conference. Your message is always so powerful and so relevant to so many people."

- Kim McWaters, CEO Universal Technical Institute, Boys and Girls Club Board Member (AZ)



"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 and Solutions, KPMG

"I need not tell you that you accepted a difficult challenge. It was clear that you had spent a great deal of time with pre-meeting interviews and had an excellent grasp of the issues and opportunities. You skillfully combined didactics, facilitated discussion, conflict mediation, and the use of the computer laboratory to keep the meeting moving and on track at all times. You taught us a great deal about 'authentic communication-telling the truth with respect'. We all felt your approach was balanced, respectful and persuasive. All of us on the CPMC team are committed to implementing the principles and deadlines that we agreed upon at the meeting."

- Martin Brotman, M.D., CEO California Pacific Medical Center

"I am still thinking about your speech. It was phenomenal, Will! You really got to us. You absolutely got to me. I'll tell you, you closed our conference on the highest note possible and made it a huge success. It was great. It was just great!"

- Pat Neil, Meeting Planner, KPMG

"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, University of Sand Diego School of Business

"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 that cannot be faked that makes you and your message unforgettable."

- Leadership Values Forum, Clemson University

"Wow! What can I say? You were awesome! Seriously, thank you, Will for joining us at The Executive Institute in Beaver Creek, Colorado. It was an honor to have you as our closing keynote speaker and to learn from your thought provoking presentation on America's Last Competitive Advantage: REALeadership for a New Future. Your unique blend of energy, imagination, innovation and inspiration captivated the attendees and stretched their usual modes of thinking! They were fascinated! We sincerely appreciate your ability to customize your message so that the principles you embody are applicable to and can inspire our unique audience."

- Roger Shaffer, President and CEO FCC Services, Inc.

"Based on my personal experience, Will Marre is a terrific guest speaker to groups of all sizes. Will really relates to his audience and brings a tremendous amount of personal and business experience to his presentation. He is instrumental and motivational, serious and enjoyable. I highly recommend him."

- Jon C. Maddona, Former Chairman & CEO, KPMG

"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, President, Motorola University

"I watched Will Marre's show on PBS here in Atlanta last night. I don't want to overstate this, but that show changed my life!. Please tell Will thank you!"

- James Price, Atlanta

PARTIAL CLIENT LIST:

- Johnson & Johnson
- General Electric
- Procter and Gamble
- Nike
- Disney
- AT&T
- IBM
- KPMG
- General Motors
- Sutter Health
- Club Corp.
- American Marketing Association
- FedEx
- Bain

THOUGHT LEADERS WHO SHARED THE PODIUM WITH WILL:

- Stephen Covey
- Tom Peters
- Ken Blanchard
- Deepak Chopra
- David Frost
- John Cleese
- Jim Loehr
- Greg Kawasaki
- Dan Tapscott
- Herb Kelleher
- Tim Moberg
- Jack Trout