



GOOD FORTUNE

SOCIALLY-STRATEGIC CAPITALISM CAN SAVE THE WORLD

ACCOLADES for Will Marre

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

- Herb Kelleher, Chairman, Southwest Airlines

"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

"Very surprised that the planner I have made by Franklin Covey, was associated with the brilliant Will Marre I saw on Georgia Public Broadcasting. As a seeker of truth in a society of Liars, I loved his angle on life. He should run for office, that's not a joking statement. We NEED a grassroots moderate to create legislation for workers rights and fair labor standards. Was very inspired by his philosophy."

- Wade Ellis, Tennessee

"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

"Will Marre's presentation at USD last night was magical."

- Colleen Foster

CONFERENCE ATTENDEES:

High energy, which is needed at the end of a conference. Did a good job of focusing his comments on [our company]. Great, great session!! Something I'll take back to our executive team.

Exceptionally motivational! Very, very needed message for the future of [our company].

I was really impressed and got great information about life. By far the best speaker.

Wow!! Very good material and passionate about his message.

What challenges Marre put before the group!

Great, inspiring speaker. New ways of thinking about things. Nice way to tie it up.

Gets to heart and soul of each of us and our leadership.

Absolutely outstanding!





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America has one advantage the world has always looked to. Leadership. For sixty years Americans have been building a multi-generational leadership class. Twelve hundred business schools and decades of leadership development training have made educated business leadership a competitive strength. But the world has changed. What worked in the past is losing its power. And fast. Old theories no longer lead us out of the woods.

Will demonstrates how a “perfect storm” of social and economic forces is driving world change at a madly accelerated rate, calling for a new blueprint for the future. He is showing organizations how a future of environmental sustainability, increased world health, and educational and economic opportunity create the greatest economic opportunity in history. Will calls this the natural evolution from industrial capitalism to Socially-Strategic capitalism. This new brand of 21st Century leadership produces value through Legacy Capital. Innovation and invention that benefits humanity.

Socially-Strategic capitalism is not pie in the sky. It is the real deal. It is the model for the future, starting now. Socially-Strategic Capitalism combines the best of market disciplines with the new ideal of creating the Greatest Total Value (GTV) for all. Will uses real examples of large and small companies that are employing creative, globally connected thinking to eliminate waste, heal the environment and promote social justice while also driving new growth and boosting profit margins. In the new future, companies will no longer decide between turning a profit and serving the planet; they will do both. In fact, their growth and profits will come from solving mankind’s largest challenges.

Will’s message is presented in a framework of four commitments that define leadership for this unfolding new century. When taken on with passion, these commitments not only yield a richer, healthier world but a richer, healthier company. A company that knows its unique value. A company that generates fierce customer loyalty. A company with the confidence to redefine its industry. A company that carves its own market - a market of one.

Good Fortune challenges leaders to transform their thinking, grow their goals and abandon tired, 20th Century strategies. Will reminds us that business is the most powerful institution in the world and has a vital responsibility to lead worldwide change.

Will vividly demonstrates how corporate social responsibility (CSR), corporate philanthropy, cause marketing, talent development and core business strategy are quickly integrating to form unique value advantage and disruptively form new markets. Will’s REALeadership framework lays down four commitments and three practical actions that REALeaders must take on in order to thrive in the coming decade.

This is critical knowledge at a critical time.

If we are going to avoid the massive potholes in our future - resource depletion, environmental collapse, trade wars, massive unemployment, market disruptions and corporate extinction - we need leadership of a different kind, now.

We need REALeadership.

The Audience Will Learn:

- How to strategically select non profit/NGO partners to magnify brand values, drive new innovation, open new markets, and develop talent.
- The four commitments of the new leadership framework, REALeadership.
- 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 is changing the requirements of leadership.
- How companies that practice “REAL Capitalism” are outperforming business-as-usual enterprises by forging new, uncontested markets.
- How to seize social and environmental issues as strategic opportunities to create profitable growth and serve the world.
- How to focus an organization on creating Greatest Total Value instead of silos of self interest.
- Three personal actions REALeaders must perform in order to harness their strengths, spot new opportunities, and focus their energy.
- Three leadership activities crucial to building organic growth, brand equity, and value.
- How to move beyond the blah of branding to the energy of strategic integrity.

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





BEYOND BRANDING

STAND FOR SOMETHING THAT MATTERS

You can be famous, infamous or invisible. Those are the choices. Nearly all established companies fall into one of those three categories. Increasingly, organizations feel compelled to become famous for something good that matters.

Research is clear that today we want products and services that embody our human quest for meaning. The background music of our time is the sound of our universal legacy. "To foster a healthy planet with healthy people." Consumers are deeply skeptical. 60% of us believe business is bad for the environment and exploit people. Yet nearly 85% say companies have an obligation to support the common good through environmental and social responsibility. 74% say they are more likely to listen to advertising from companies associated with good causes. (2007 Cone Cause Survey.)

Most branding has developed into blanding. Brands have always been built on trust. A promise kept. But today the nature of the promise has radically changed. We live in a time of brand confusion. Cost and quality is assumed. Distinctive features and benefits are fleeting. What's needed is something deeper, more engaging, more authentic and exactly relevant to consumers and clients' core longings, values and aspirations.

Will Marre presents a clear path out of the confusion to show how integrating cause marketing, corporate philanthropy, non-profit partnerships, corporate social responsibility, corporate strategy and human resources forms an organizational identity that is beyond branding. It becomes a driving source of passion, innovation and value that binds consumers, clients, employees and stakeholders to your genuine, most noble identity.

Will gives specific cases from organizations large and small that use socially-strategic leadership methods to create and communicate their unique value advantage making them, "the only choice."

The Audience Will Learn:

- What the social research says the core motivations are that capture people's allegiance today.
- The three fast moving trends driving consumers and employees toward companies with Corporate Social Responsibility baked-in their core business strategy, practices and products.
- Why socially-strategic brands drive lower costs, stronger margins and enduring market share.
- Why socially-strategic brands are hard to compete against and create customer insistence.
- Who has socially-strategic brands and how they create deep emotionally identification that actually drives product and service innovation.
- Why brand communication is best done through the development of archetype based stories that connect deep patterns of meaning embedded in our emotions.

Who Needs to Hear This:

This topic is vital to leaders who are interested in reigniting growth in business units and want powerful, practical ways to bring the new benefits of branding to their business. It outlines a clear process to achieving the highest level of brand development. If your organization seeks to be famous for things that matter, this is it.





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FOR IMMEDIATE RELEASE

Contact: press@willmarre.com

Will Marre Challenges Business Leaders to Change the World

On March 21st at 7 p.m. Will Marre, founder of the American Dream Project will present Good Fortune: People + Planet = Profits at the Center for Peace and Justice at the University of San Diego.

Marre has been a leader and strategy consultant for large company CEO's for nearly 30 years. He was the founding president of the largest leadership training organization in the world, the Covey Leadership Center (The 7 Habits of Highly Effective People).

Good Fortune is a challenge to leaders to "Change the world before its too late." He uses current research to highlight the general collapse of confidence in business, government, education and religious leadership. He points to social research which reveals widespread belief that escalating terrorism, environmental depletion, consumer and national debt, global economic disruptions, structural unemployment, escalating energy costs and other forces are taking us toward a frightening future. He calls this the "old" future.

Marre shows that there are countervailing forces of immense power that offer a blueprint for a New Future. One in which environmental sustainability, reductions in poverty, increases in world health, education and economic opportunity become abundant. He calls this the natural evolution from industrial capitalism to socially strategic capitalism. He proposes that industrial capitalism is based on the extraction of value from resources and labor. Socially strategic capitalism drives value through business innovation that benefits humanity.

Socially Strategic capitalism is an emerging form of social entrepreneurship, which combines the best of market disciplines with the ideals of creating the greatest total value (GTV) for all. He uses real examples of large and small companies who are creating virtuous cycles of escalating value to improve profit margins, eliminate waste, heal the environment and promote social justice. Examples of new start-ups like Mama Mellace's Candied Nut Company show how two friends expanded their enterprise and lowered costs by importing cashews from muslim Indonesia by offering micro





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financing to impoverished farmers to expand nut production. This is happening at a time Jihadists are actively recruiting suicide bombers paying \$500 bounties to families in exchange for their eldest son. Mama Mellace's micro loans are offering a path out of hopelessness and is striking terrorism at its root.

Marre cites other large scale examples of the growing phenomena of socially strategic. Examples of G.E. wind generators helping China leapfrog fossil fuels to create sustainable energy. And most surprisingly Wal-Mart has become the largest seller of organic cotton clothing and organic food, is converting its truck fleet to alternative fuels and pressuring suppliers to create zero-waste packaging. Marre's point is that socially strategic business integrates commerce with community, environmental sustainability, and solving the biggest challenges facing mankind.

Good Fortune challenges leaders to transform their thinking, enlarge their goals and change their strategy. He reminds executives the business is the most powerful institution in the world and it has a vital opportunity to lead worldwide change.

The American Dream Project, a national educational initiative has sponsored leadership events in partnership with the Wharton School of Business Alumni Association and The Graduates Club, and the Association for Corporate Growth, recently in Chicago, Boston, San Francisco, Washington D.C., New York City, Southern California.

This event is open to the public and sponsored by USD's Student International Business Council.

FOR MORE INFO AND PHOTOS VISIT: www.willmarre.com/press

Good Fortune: Socially Strategic Capitalism Can Save the World
Will Marre
ThoughtRocket Media





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ABOUT WILL MARRE



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 over one million executives worldwide. As CEO of the ReaLeadership Alliance, he helps leaders identify, communicate and implement their driving "big idea." Through Leadership Brand Stories, Brand Charities, Brand Documentaries, Thought Leadership Events and websites, Will links corporate character to strategy to foster a platform for enduring growth. In 2004, Will founded The American Dream Project and ThoughtRocket! to help leaders of the future 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 for the learning documentary "Reclaiming Your American Dream"

that continues to air on Public Television stations around the country. The program garnered three Emmy Awards in 2005. Will is a pioneer in socially-strategic enterprise. Working with New York Stock Exchange companies to combine charity and commerce, Will co-founded the not-for-profit 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. In a similar alliance, Will co-founded Redline Revolution, an innovative non-profit educational organization aimed at reducing teenage deaths and accidents from car crashes. Will is passionate about helping organizations to improve the quality of our personal lives and accelerate economic and social improvement throughout the world.





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WILL'S 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 over one million 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 15 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.

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

Has also co-founded and is on the board of 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.

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.)

Founded The REALeadership Alliance with a vision to create an international community of the world's most influential leaders with a mission to harness socially-strategic enterprise to unite us in a world-wide "One Legacy" campaign for a healthy planet with healthy people.

