



# RECLAIMING YOUR AMERICAN DREAM

## 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!





# RECLAIMING YOUR AMERICAN DREAM

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’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:

- 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, untested 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.

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





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**FOR IMMEDIATE RELEASE**

**Contact: [press@willmarre.com](mailto:press@willmarre.com)**

## **AMERICAN DREAM PROJECT'S EMMY AWARD WINNING PROGRAM "RECLAIMING YOUR AMERICAN DREAM" TO AIR ON PBS**

**Acclaimed Leadership Expert William Marre Explains How The "New Future" is Upon Us And How We Can Drastically Change Our Lives.**

**San Diego, CA** - We're on a collision course with the future. The American Dream, once more commonly known as "life, liberty and the pursuit of happiness" has been polluted by materialism and greed.

Over 87 percent of Americans said they were troubled and uncertain about the future, their quality of life, the state of the environment, our economy, global peace and personal security. A new generation of Americans (over 126 million people aged 15 to 40) is asking many questions, and coming up with surprising answers. This so-called "Gen 21" has new ideals, values and dreams for their lives and society's future.

The Emmy award winning "Reclaiming Your American Dream" will begin airing on Silicon Valley Public Television-KTEH on June 26, 2006 at 8:00 pm. The program, which will air many times in the coming weeks, takes a long hard look at how a significant shift in values and beliefs has started a movement that will change business, government, products, services and our future more powerfully than technology, economics or politics.

The program features Will Marre, who draws upon over 25 years of national and international experience as an entrepreneur, CEO and leadership expert to reveal that the American Dream has been diverted from the Jeffersonian ideal of life, liberty and especially the pursuit of happiness into just the pursuit of status and stuff. This quest for materialism has created what Marre calls "a money and lust culture" which brings about a loss of self-direction, self-determination and moral imagination needed to save ourselves from the ravages of leadership failure.





# RECLAIMING YOUR AMERICAN DREAM

For the past two decades Marre has been in the front lines of large company leadership, advising CEO's and senior leaders of multi-billion dollar companies. After seeing courage and cowardice, brilliance and stupidity, and virtue and greed, he is concerned we are suffering from an endless rising tide of institutional failure. Is this the best we can do? Where are the leaders of the future? The answers Marre asserts are within all of us. He states, "The rebirth of the original American Dream will occur as we take responsibility for the quality of our lives and insist our leaders take responsibility for a future worthy of our children."

In "Reclaiming Your American Dream," Marre shares findings that confirm leaders of the future think and act vastly differently than people currently in charge. Gen21 simply has a different agenda than Baby Boomers do. This resulting workplace values gap causes low morale, lack of innovation and strategic friction. And it is the reason many companies are losing the war for talent. If leaders do not adapt to the new reality, more companies will lose their edge, or worse, disintegrate altogether.

Marre also confirms that people aspire to a life of real meaning. Gen21 wants more than success. They want a life they both value and enjoy. They want their dream to be their career. Unlike older generations, their dream is not their job. Their job is simply a stepping-stone on the way to their dream. This generation seeks real work with real meaning and real rewards. Yet, isn't this true for all of us? Is it that we simply don't unplug from "The Media-Industrial Grid" long enough to hear the long silent voices within us that say things can be better?

"Reclaiming Your American Dream" will help individuals re-ignite their American Dream "life, liberty and the pursuit of happiness" for themselves, their children, their workplaces and their communities. This Emmy Award winning program has aired in markets throughout the country including California, Georgia, Maryland, Minnesota, North Carolina, and Ohio.

## About Will Marre

Will Marre is the co-founder and former president of the largest leadership training organization in the world, Covey Leadership Center. He translated the concepts of "The 7 Habits of Highly Effective People" into powerful leadership courses taught to over one million managers and executives worldwide. Will is currently CEO of the Realeadership Alliance, an organization of diverse experts that helps leaders identify, communicate and implement their driving "big idea." He founded the American Dream Project to help the leaders of the future find the ideas, tools and relationships they need to create the next chapter in American history.

FOR MORE INFO AND PHOTOS VISIT: [www.willmarre.com/press](http://www.willmarre.com/press)

*Reclaiming Your American Dream*  
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.

