

# WILL MARRÉ

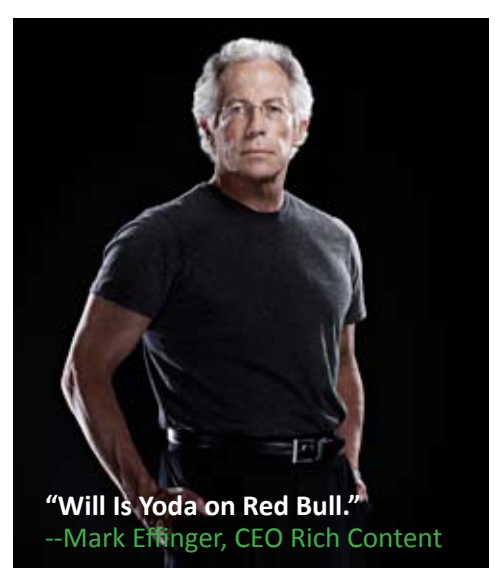
## BIOGRAPHY

“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.

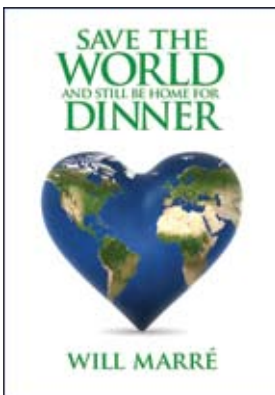
Will has been a business leader and consultant for 25 years to world leading companies such as Disney and Procter and Gamble. Now he is on a mission bringing his experience, vision and personal fire to the world to create a future of sustainable abundance.

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.

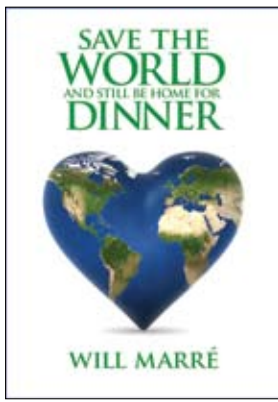
Will is dead serious with a humorous style. He connects up-to-minute research with clear insights into a river of powerful ideas. As a leadership expert and an unrelenting advocate for a sustainable future, Will always brings his original ideas, unconventional views and infectious passion.



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](http://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.

# 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.

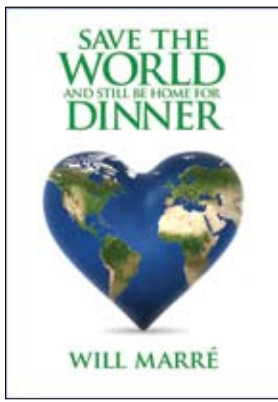
In 2008 Will was appointed Consulting Director the The Corporate Responsibility Forum for the University of California San Diego.

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.

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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.

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*SAVE THE WORLD AND STILL BE HOME FOR DINNER*

**By:** Will Marré

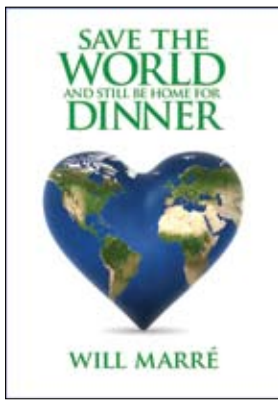
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**Pub. Date:** September 30, 2009

**Price:** \$21.95 (hardcover – 292 pages)

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



# SAVE THE WORLD AND STILL BE HOME FOR DINNER

BY WILL MARRE

"I have to tell you that the team was very enthusiastic about your presentation. Everyone commented to me that they learned some things they can start to apply in their lives immediately. That was certainly my take away. Your teachings are both immensely valuable, as well as practical. You also have a very engaging delivery that connects you with the audience from the get go. I hope to do another session with you sometime in the near future."

- Joe Monahan, VP Sales, Nike

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

## Why Creating a Great Workplace is a Myth and What to Do About it

Leaders are increasingly frustrated by a lack of employee commitment to business goals. In fact, global research from Gallup and Towers-Perrin confirms that as much as 70 percent of the workforce and over 50 percent of management are not fully engaged in their daily work. Meanwhile consulting firms and human resource departments obsess about creating motivating workplaces where employees can thrive. It's not working. A recent Harris poll reveals that 54 percent of employees are looking to change their employment after the recession subsides.

Why? The unexpected answer provided by leadership expert and author Will Marré in his new book, *Save the World and Still Be Home For Dinner*, is to turn the responsibility to create motivating, engaging work over to employees themselves. He makes the case that even the best companies are assaulted by the business threats of economic turndowns and disruptive competition. When they are, things get rough on employees. Layoffs, shrinking benefits and brutal work hours ignite cynicism and deflate initiative.

The answer, Marré says, is to train employees to take responsibility to express their highest values in their work. Research confirms this connection between personal values and work generates the fiercest loyalty, creativity and collaboration. Today over 86 percent of the global workforce want to directly contribute to social good and environmental sustainability and have an enjoyable personal life—what the author terms as *Save the World and Still Be Home For Dinner*.

To tap these newly emerging values employees can't just be turned loose to do "random acts of innovation." Instead, Marré proposes that:

### **New Leadership Paradigm**

- Employees must see the strategic connection between helping the planet, improving people's lives and sustainable profits. This REAL bottom line is the new leadership paradigm.

### **New Business Model**

- They must experiment with a new business model that asks employees to think "how much good can we do" first rather than how much can we gain. This shift spurs high levels of organizational commitment and personal ownership of results.

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

## **New Innovation Process**

- Employees need to be taught a new innovation process that generates ideas by considering
- How can we lower costs and time to INVITE more customers to interact with your brand? (eg. Minute Clinic)
- How can we INVENT new solutions to unaddressed problems and opportunities? (eg. iphone)
- How can we IDEALIZE our process and products to remove the obnoxious elements? (eg. Prius)

When employees are unleashed to continuously innovate value and eliminate waste to create a sustainable future, the culture will produce an “inner great place to work” that transcends external pressures and shifts paternalistic leadership to a 21st century model of a thriving organization.

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## *SAVE THE WORLD AND STILL BE HOME FOR DINNER*

**By:** Will Marré

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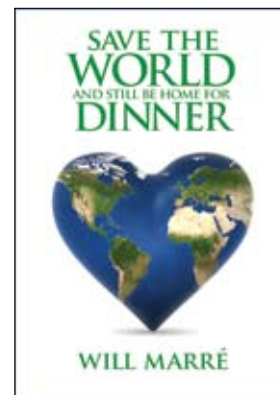
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# REALEADERSHIP

*from Save the World and  
Still Be Home for Dinner*



Will Marré believes we will never achieve the goal of sustainable abundance using the leadership models of the past. He believes they are too small and unrealistic. The kind of leadership he feels is needed today is what he likes to call REALEadership.

The **REALEadership** model isn't just for leaders of big corporations. It's a way of framing our challenges into opportunities for any size enterprise, even for individuals. In fact, according to the U.S. Census Bureau, of the 24 million businesses in the U.S., 18 million are one-person enterprises. So REALEadership applies to how anyone might lead their business or their life. It is simply a way of thinking and behaving so that decisions are made with the whole world in mind.

As discussed in his new book ***SAVE THE WORLD AND STILL BE HOME FOR DINNER***, Marré outlines the following four cornerstones to REALEadership:

## **1) Be Responsible**

We are responsible. That's the simple truth. We are responsible for the consequences of our choices not only on our customers and employees, but also on our families, the environment, the community and the generations of the unborn. That's not all. We are also responsible to make a Promise, a leadership commitment to create a sustainable future. Denying our responsibility makes us irrelevant.

## **2) Be Ethical**

To be ethical in the new future means going beyond the Golden Rule of 'do unto others as you would have them do unto you.' The new moral standard is do as much good as you can. Create the Greatest Total Value you can. For everyone, all the time. Why else lead? Why else live?

## **3) Create Abundance**

Abundance in a world of limited resources requires more than innovation. It also requires creation. It demands invention. It requires creating something with unique value and then constantly recreating more unique value. Unique value that benefits humanity, heals the environment, and enables you to also personally enjoy an abundant life.

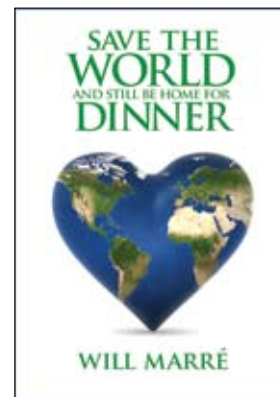
## **4) Create a Legacy**

Our legacy is our personal impact on the future. It is the difference only we can make. Our legacy is built one act at a time. It is not something begun in our old age. It starts as soon as we do. The world needs saving. We need new solutions we can implement as fast as possible. If you aren't going to save the world then get out of the way. Make room for someone who is.

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# THE PAYOFFS OF INTEGRITY

*from Save the World and Still Be Home for Dinner*



Living with integrity is not unattainable or unrealistic. In fact, according to Will Marré, author of the new book **SAVE THE WORLD AND STILL BE HOME FOR DINNER** (Capital Books, Sept. 30), living with integrity is the most realistic way to live. Integrity happens when what really matters most in life matters most to us. It's then that our truest life finds us.

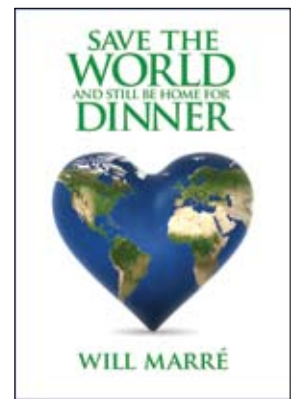
Here are what Marré believes are the seven top payoffs of living with integrity:

- 1) Integrity quiets the mind** – The noisy babble in our minds quiets down to an occasional background whisper. This profoundly transforms the way we experience daily life. We stop living in our heads, and can sit in silence without addictively reaching for the TV remote. In fact, silence becomes a deeply nourishing “soul food” that we insist upon building into our lives, rather than drowning it out with endless distractions.
- 2) Integrity stimulates creative persistence to achieve our self-chosen goals** – We don't get sidetracked. Guided by our Promise, rather than our fears, we move steadily forward, unperturbed by setbacks or short-term failure.
- 3) Integrity gives us healthy awareness of our shortcomings** – **We don't fear what we are not good at.** We don't try to cover up mistakes or inadequacies, and we welcome the input of others who have talents that we don't possess. We exult in our gifts and manage our weaknesses so that they don't become fatal flaws, but we don't sweat our shortcomings. Instead, we invest the greatest part of our energies capitalizing on our true strengths.
- 4) Integrity gives us a sense of purpose** – A sense of meaning permeates our life. An inner theme informs every decision, large and small. We understand that the little things are the big things. No act of kindness, encouragement, teaching or emotional support is seen as insignificant.
- 5) Integrity means we're not afraid to ask for what we want** – We ask for what our soul desires with a power and intensity equal to that desire. Stating our desires unapologetically, without whining or begging, has spiritual power. It takes the internal pressure off. If we sincerely believe we deserve a raise, for example, we ask for it. If we believe our employer can make better, safer products or have more responsible policies, we stand up and ask for those changes persuasively.
- 6) Integrity means being patient and decisive** – We can approach tasks like a seasoned fisherman – be patient for answers to come to you, and when you feel the tug of the right answer on your line, act decisively. Set your hook into the decision and move forward.
- 7) Integrity strengthens our spiritual immune system** – Our own negative thoughts and those of others pass through us without infecting us. Having integrity in our lives is like taking mega-doses of spiritual vitamins. Events that “sicken” those around us lose their power to affect our health and well-being.

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# SIX STEPS TO GETTING CLEAR ON YOUR SOUL'S DESIRE

*from Save the World and Still Be Home for Dinner*



We are so addicted to stimulation, it's as if we are chain-smoking mental noise, and the interruption of that flow feels a little frightening. To break away from it, we need nothing short of a personal recovery program. It's a way to recover our innate capacity for insight, a way to switch on the light of our soul and see our deepest, most noble desires. This recovery program doesn't involve signing up for a retreat or heading for the nearest monastery, but it does require commitment, like an exercise regimen.

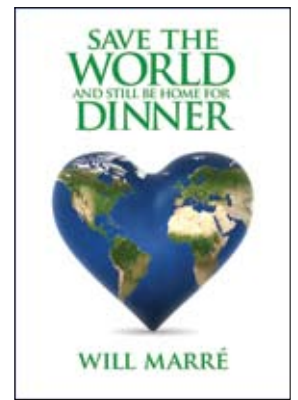
Think of the following six steps, found in Will Marré's new book **SAVE THE WORLD AND STILL BE HOME FOR DINNER**, as aerobics for the soul. They're simple, free and, after the first day, extremely satisfying.

- 1) Shut off the grid** – No TV, movies, novels or news, including newspapers. No music other than soothing instrumentals. The key is quiet reflection. In time it you will feel simply feel liberated.
- 2) Eat only healthy food and only when you are hungry** – It's alright if you eat five meals instead of three, but when you eat, focus exclusively on the taste and texture of the food. Sit down, really taste the food, and eat it slowly, bite by bite. No sweets or manufactured snacks, alcohol, sodas or energy drinks – just water, tea and healthy food.
- 3) Get some solitary exercise everyday** – Walk, yoga, dance. Focus on how your body feels -- your muscles, breathing and movement. It's okay to attend a class or use a personal instructor, just forego competitive sports for now.
- 4) When you work, put all of your attention on it** – Do it mindfully and enthusiastically. Take 10-minute breaks every 90 minutes. When you take a break, physically get away from your workstation, desk or office. Listen to pleasant music, go for a walk, sit on a bench or stare at some flowers. Return refreshed and throw your creative energy back into your work. Shed filler work that doesn't produce value and treat the value-producing aspects of your job as sacred and significant. Don't work more than eight hours and when work is over, unplug – no cell phones or emails. Give yourself fully to your non-work life: your family, friends and hobbies, and get eight hours of sleep.
- 5) Be intensely present with people** – When you are in a conversation, put all your attention on the person you are speaking with. Consciously look into their eyes, the structure of their face. Notice the energy in their voice, their concerns, their hopes, and their happiness level. Don't allow your mind to wander. Ask questions as they arise in you and look for ways to offer help. Do this with everyone, including cab drivers and cashiers.
- 6) Practice presence with your senses** – From time to time put all of your attention on how the air feels against your skin and what you smell. Listen carefully to all sounds, even those you normally ignore. Look for light and shadow. Just keep paying attention. As you do this, your emotions will become elevated, your thinking will become more acute, and your sensitivity to your essential self – the part of you that is beyond your brain – will begin to become more obvious to you.

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# 12 SIGNPOSTS OF A CAREER THAT MATTERS

*from Save the World and Still Be Home for Dinner*



Have you ever asked yourself “ How can I know what’s possible for me? How can I know whether I am using my gifts and interests in ways that create my greatest value?” If so, then the following guidelines from Will Marré’s new book *SAVE THE WORLD AND STILL BE HOME FOR DINNER* might help you evaluate whether you’re headed in the right direction.

- 1) Intrinsic Enjoyment** – Would you do your job without pay? Is the inner payoff so direct and the process so engaging that you often have to be told to stop?
- 2) Energy Gain** – Are you exhausted by your work or energized by it? Does your work generate the enthusiasm to do more and more of the same? Or do you feel like a prisoner to your work?
- 3) Soul compatibility** – Does your work reflect the longings of your soul? Is it something you feel called to do? Does it inherently satisfy your deepest core, or would you rather do something else?
- 4) True Choice** – Would you choose to do this work if no one cared? If it didn’t make anyone proud or create any social status, would it still be your choice? Would you do it simply because you want to?
- 5) Success without Strain** – Does success in your field come relatively easy? Does the work make intuitive sense to you, or must you put in long hours and make heavy effort just for average results?
- 6) Desire for Mastery** – Are you always seeking to improve what you do? Are you a hungry learner, or do you have to force yourself to acquire new skills? Do you ask advice and seek mentors?
- 7) Growth** – Is your work a path to new knowledge, skills and experiences that make you feel as if you are personally growing? Does it call you to become the person you desire to be?
- 8) Matters to You** – Do you personally feel that this work is important? Do you think the world would miss out on something pretty special if you didn’t do it?
- 9) Matters to Others** – Does the work matter to others? Does it make a positive difference? Are you primarily doing it to make money, or create value in the world?
- 10) In Demand** – Does your work permit you to distinguish yourself in such a way that you become a virtual category of one? Are you unique, indispensable and in demand? Are you the go-to person in your skill area?
- 11) Compensation** – If you were paid the same whether you were president, salesperson or janitor, is this the work you would do? If so, is your pay fair and reasonable?
- 12) Collaboration vs. Flying Solo** – Do you like working collaboratively or flying solo? Does your work reflect this preference? Is your work aligned with your social nature?

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

# A CONVERSATION WITH WILL MARRE



## AUTHOR OF *SAVE THE WORLD AND STILL BE HOME FOR DINNER*

Q) Isn't the idea of "saving the world" a pie-in-the-sky notion?

A) Saving the world simply means doing what we individually can to create a sustainable future. Most of us recognize the world needs "saving." The way we produce products and consume them needs to be re-invented in the next 20 to 30 years or our planet will be unable to support 9 billion people. We also need to radically reduce avoidable human suffering. Creating a sustainable future and optimizing human opportunity is not pie-in-the-sky; rather, it's the most basic human yearning. And we all have our part to play.

Q) Where do current attempts at social responsibility (both on an individual and corporate level) fall short?

A) As long as either personal or corporate social responsibility is seen as a burden, duty or obligation, we will never invest our massive creative energies in inventing a sustainable future. Instead we get leftovers of effort, money, talent and ideas. When social responsibility is genuinely transformed into economic opportunity, it moves to the center of our creative focus.

Q) What is sustainable abundance, and how does it relate to your book?

A) Sustainable Abundance is generated when human enterprise creates profitable products and services that are socially responsible and environmentally sustainable in a physically and psychologically healthy workplace. Sustainable Abundance transforms the concept of a standard of living to a rising standard of life that we all participate in.

Q) What kinds of constraints do our everyday lives place on our attempts to live our Promise?

A) Consider that Michelangelo carved the David from discarded marble thought to be unusable. Constraints are mostly an illusion of "either or" thinking. We may think, "Either I can make money, pay the mortgage, educate my children by doing a generic job I loath, OR I can follow my dreams and let the rest go all to hell." That's faulty thinking. Both + And thinking uses constraints as a framework for creativity that is often completely unconventional but actually successful because of the original constraints. Nearly every story in my book is a story of someone doing something outrageously fulfilling because they used their limitations as a strength. Limitations are a launch pad for invention.

Q) What is Self-Concept, and why is it so destructive?

A) Our Self-Concept is an inner voice narrating our life. It describes us to ourselves, but it's not who we really are. It's only a mental concept of who we are. Our Self-Concept is not writing an autobiography; it's writing a novel, a made-up story full of superficial dramas. Our Self-Concept tells us we are our jobs, our possessions, our achievements, our roles and responsibilities. But each of us is far more than any of those superficial things. When we mistake our Self-Concept for our real selves, we struggle to find direction, fulfillment and happiness. We are more than our mind's idea of who we are. Far more. Our answers are already in us. We just need to stop blocking our own light.

Q) You discuss a concept called REALeadership. What is this, and why is it different than our conventional ideas of leadership?

A) Leadership has been hijacked by business schools over the past forty years. They, along with the whole leadership development industry, have defined leadership as a series of skills and attributes such as decisiveness, discipline, vision, inspiration and the like, but by these definitions Hitler and Stalin were as much leaders as Churchill and Roosevelt. By developing our current business and political leaders using this "skill" mindset, we are witnessing a massive epidemic of leadership failure. REALeadership deals with the first principle of real leadership—the leader's intent. The first question of leadership is, "What am I trying to accomplish?" If it has noble intent, purpose beyond self-interest, and embraces ethical maturity, then you are seeing the foundation of real leadership.

Q) You have so many great examples of real people who have been able to make their mark on the world, in whatever small way they found possible. Have you found one overarching characteristic each of these people showed that your readers can look to emphasize within themselves as a starting point?

A) Courage. All the people I write about have simple human courage. Not monumental heroic courage, but rather the most basic “I am scared but going to do it anyway” kind of courage. We cannot be frozen by our fears. Instead we must be willing to take the first step with the conviction, “I will figure this out.” Most of all, they just started whatever it was they deeply desired to do. If there is one key it is, “Just start.”

Q) What are some of the things we can do to try to better the world within a corporate structure? Aren't executives or board members the only people within a business with the power to change the company's efforts towards social responsibility?

A) Most companies are trying to do CSR in all the wrong ways. It is usually not very effective to have a top down program with a dedicated CSR department. The best thing to do is to turn CSR into Personal Social Responsibility. This engages everyone in the organization in social good and environmental responsibility. A groundswell approach to CSR ignites employee and consumer enthusiasm and creativity. This transforms CSR into Corporate Social Opportunity because it erases the boundaries between doing good and doing well and engages everyone in innovating value that matters. Value with a payoff.

Q) Is there a role that can be played by HR reps at companies in order to create a company-wide “save the world” ideology?

A) The quest to create “great workplaces” where employees feel they have great, caring bosses, ample resources, and supportive colleagues is a fool's errand. HR leaders are often frustrated with their own leaders who fail to live up to people-centered values they espouse. But in this age of disruptive competition, vicious business cycles and creative destruction, no company can maintain ideal working conditions packed with meaning. Instead, employees should be equipped to create their own great working conditions and express their own values. This fosters personal resilience and unleashes values-based innovation that eliminates waste and taps the noble motives of employees to create a sustainable future.

Q) What role will innovation play in creating sustainable abundance in the coming decades?

A) The only way to achieve sustainable abundance is to invent it. If we view our planet with all of its people as one big adaptive system, we have two choices. The first is mal-adaptation. 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 of sustainable agriculture, lean manufacturing, no waste consumption and increasing 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.

Q) How can businesses adapt their notion of social responsibility to involve their consumers?

A) Recent consumer research shows a fierce demand for environmentally responsible products and consumer loyalty toward socially responsible companies. These preferences have actually grown in the recession. 34% more consumers are more insistent on supporting “good” companies now than before. The new frontier is to burn down the fences between well-intended companies and their motivated customers. Engaging customers in volunteer work and fundraising for causes supported by socially responsible business is creating more customer evangelism and deeper connections. For instance, Nike's Livestrong commitment asks for direct consumer donations for cancer research while pledging that 100% of the profits of their Livestrong gear goes to the same cause. The “we are in this together” mojo of that campaign is a powerhouse of loyalty.

Q) Have we seen a re-definition of “the pursuit of happiness” in the 21st century?

A) The “pursuit of happiness” ideal of the American Dream was hijacked by the hyper-consumerism of the past 50 years. Just before the Great Depression America's cultural goal was to reduce the workweek to 20 hours and spend our increased leisure time enjoying family, friends, hobbies and life-long learning of skills and crafts that interest us. Then the Depression made us scared. So the new ideal was that more stuff was better. In fact there was no such thing as too much. By 2005 the pursuit of happiness fully devolved into the pursuit of stuff and the American Dream was a platinum credit card, a million dollar house and a Hummer. But not really. Even then our research with Americans 15 to 30 showed a shift from materialism to meaning. It was because we had so much stuff we began to realize that stuff in any amount would not fulfill us. Now the Great Recession has made that clear. More Americans than ever (47%) say they have all they need to be materially satisfied. Our research confirms that the emerging American Dream is meaningful work and fulfilling relationships. The pursuit of happiness comes down to finding our personal way to save the world and still be home for dinner.

Q) Is there a generational gap between Americans' desires when it comes to social responsibility and the work-life balance?

A) Remarkably in the last few years the generation wars have evaporated and we are rapidly blending into one cultural "smoothie." Recent research (from the Hidden Brain Drain Task Force of Global Companies) confirms that what our young Gen Y workers and our mature Boomer workers want is exactly the same. Over 85% of both groups want work that directly contributes to a better society and a healthier environment. Over 85% of us want flex-time and telecommuting. We want personal time off to love our loved ones and pursue personal interests. It sounds like what we all want to do is "save the world and still be home for dinner."

Q) Because of the amount of technology and information hitting us everyday from all angles, is it even possible for one to clear his or her mind to be able to approach the myriad issues facing ourselves and the world around us?

A) We absolutely have to unplug from the electronic grid to get acquainted with our own thoughts. The voices of media and commerce use every available tool to dominate our attention. If we aren't careful we become stimulus junkies unable to differentiate our genuine feelings and opinions from the insistent and seductive voices that bombard our eyes and ears around the clock. To hear our authentic voice, feel our genuine feelings and think our own thoughts, we must proactively unplug, ponder, immerse ourselves in nature, become fully present for loved ones and strangers, and reclaim our unique human experience at the level of our essential being. Otherwise we will eventually lose even our desire to hear our own voice and know our true desires.