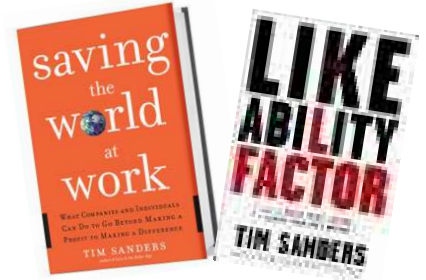




Tim Sanders

Former senior executive at Yahoo! and
Best-selling author of "Love is the Killer Ap",
"The Likeability Factor", and "Saving the World at Work"

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Creating the Passionate Organization: How Companies and Individuals Can Make a Profit AND Make a Difference

(video clip available at <http://www.timsanders.com/downloads/video.html>)

Suggested Audience: Executives and professionals at all levels of the organization

Today, customers, employees, and investors are demanding that companies focus on their social responsibilities – not just their bottom lines. Sixty-five percent of American consumers say they would change to brands associated with a good cause if price and quality are equal; 66 percent of recent college graduates will not work for companies with poor social values. And more than 60 million people are willing to pay a premium for socially and environmentally responsible products. Businesses that do not take this revolution into account are putting their companies at risk.

Tim Sanders is a former Chief Solutions Officer at Yahoo! from 2001-2005, where he was responsible for next generation business strategies. Now a best-selling author and highly sought after speaker, he continues to serve as an irreplaceable advocate for good values in the business world.

Tim Sanders argues that the revolution is already underway, changing the business landscape as it relates to customer loyalty and the war for talent. He offers concrete suggestions on how all of us can help our companies buy and live locally, become "greener" in their day-to-day operations, and give back to their communities. Drawing on extensive interviews with hundreds of employees and CEOs, and illuminated by countless stories of people who are making a difference in the workplace and in the world, Sanders offers practical advice and tools that every individual and company can use to make a profit and make a difference.

This program will help executives:

- ◆ Thrive during this new era of business by changing how you do business
- ◆ Improve the quality of life of all employees and achieve high levels of employee participation
- ◆ Reduce individual and company environmental footprint

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DAYTON

The Center for Leadership & Executive Development
School of Business Administration
300 College Park
Dayton, Ohio 45469-2120
937.229.3115 <http://leadership.udayton.edu>