

# CHARLES MARCUS

Motivational speaker & best-selling author.

## Keynote presentations

### *Success Is Not a Spectator Sport*

We choose to be successful in business and life the moment we decide to step out of our comfort zone to do whatever it takes to reach our goals. Based on Charles' best-selling book *Success Is Not a Spectator Sport*, this keynote presentation will help your participants develop the mindset, create the game plan, shape the strategies, and find the discipline and motivation to complete the plays necessary for success.

### Keynote Takeaways

Participants will discover how to:

- Build winning and lasting relationships
- Set goals that really work
- Treat every setback as a valuable learning experience
- Leave a lasting legacy
- Cross the finish line on their own terms

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### *Leadership Matters: Creating the environment that is critical to your success*

Companies today that are truly successful know how to retain, recruit and motivate the best team. It takes a new way of looking at leadership, a different mindset. This thought provoking presentation challenges participants to take the necessary steps to lead in a different way.

### Keynote Takeaways

Participants will discover how to:

- Understand the five key personality drivers of their team
- Follow the steps to build a high performing team
- Draw on the employee-customer connection
- Understand their new role of leader
- Create the environment to keep that competitive advantage and their top people.

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## ***Dare To Be Great: How To Get To World Class in Business and in Life***

Drawing on his personal and professional experiences and his success principles of Vision, Courage, Responsibility and Commitment, Charles illustrates that no matter what the circumstances or fears in life, once you take full responsibility for your own actions, and make that choice to be the best you can be, there is no limit to what you can discover, learn and achieve.

### **Keynote Takeaways**

Participants will discover how to:

- Recognize new strengths within themselves
- Become true leaders of their own destiny
- Set a commitment to get to world class
- Utilize their most valuable learning asset
- Unleash the magnificent potential and greatness that lies within each one of them.

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## ***Seize the Moment: Winning in a Changing World***

As a person who lived with a severe disability for many years of his life, Charles knows all about taking charge in times of change and creating change when the opportunity presents itself. Charles demonstrates that no matter what change you are experiencing whether in your personal or professional life, we must evolve and embrace new challenges.

### **Keynote Takeaways**

Participants will discover how to:

- Embrace change instead of fearing it
- Have that positive mindset
- Take action and stretch themselves
- Succeed in the changing world of today and tomorrow
- Take advantage of opportunities

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## *Winning the Heart, Mind, and Loyalty of Your Customers*

Today, business is not about just taking an order. You have to nurture a win-win relationship and focus on making the customers or clients feel so important and special that they will not only want your product or service, but will recommend others to you. Drawing on his years of experience, Charles shows participants that no matter how good your product or service is, if you do not build a connection with your customer and earn their trust, you cannot win their loyalty.

### **Keynote Takeaways**

Participants will discover how to:

- Use key skills of serving and selling
- Become a problem solver, and solution provider
- Build the long-term relationship
- Turn your sales calls into sales relationships
- Create a world class experience for your customers

Note:

Please ask how you can combine a breakout session along with a keynote presentation for Charles to maximize his time with you and build on the principles he discussed in the keynote presentation. He is already at your event and has built a connection and earned credibility with your audience, so why not use his time with you to make it as value and cost effective focused as possible for your organization. For your budget it's almost like having two speakers for the price of one.