Growth, trust and the person behind the role.



Sanjog at an executive gathering.

Bring a question about customers, leadership or the personal cost of success. Agree a talk with experiences and questions your audience can use to examine its own choices.

The Human Behind the Leader

The life you are building while you pursue success. For leadership gatherings and offsites.

Building to Impact a Billion

Choices about customers, people and growth. For founders and business leaders.

Trust Can’t Be Scheduled

What people experience matters more than the date you need an answer. For teams and customer gatherings.

Start with the audience and purpose.

Share the occasion, audience, subject and tentative date. Agree preparation, fees and recording or reuse before the event.

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SPEAKING TOPICS

Three subjects to consider.

The audience and purpose guide the final session.

01 The Human Behind the Leader

You can do well at work and still wonder whether you are living the life you wanted. Drawing on The Tricycle Way, Sanjog asks what success means, what it asks of the people closest to you, and where satisfaction and smiles belong. The subject includes the whole person, beyond the role.

For leadership gatherings, offsites and people considering the life they are building alongside their work.

02 Building to Impact a Billion

Who should benefit from what you are building? Sanjog looks at choices about revenue, hiring, products and partnerships, and asks what you are unwilling to give up as the business grows.

For founders, product and platform leaders, and people responsible for a business or partnership.

03 Trust Can’t Be Scheduled

What are you asking people to believe, and what have they experienced so far? In The Tricycle Way, Sanjog recalls leaving a CIO meeting when there was no consulting opportunity. He had to reconsider what he was giving to that relationship.

For leadership teams, customer groups and partner gatherings where a result is urgent and a relationship matters.

Related reading: The Tricycle Way, “A Note from the Author” and “Giving Is the Key to Connections.”

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FOR THE ORGANIZER

Match the session to the room.

Who is in the audience?

Enterprise technology and business leaders; founders and product leaders; sales, marketing, services and partner teams. Share their responsibilities and the choices they face. The examples and discussion should reflect that context.

Choose a starting format.

45 minutes: A keynote for a conference or company gathering.
60 minutes: An interactive breakout with audience questions.
75 minutes: A leadership or offsite session with time to reflect.

These are planning examples. Agree the length, interaction and in-person or virtual format for your program.

Experience behind the conversation.

Sanjog brings 35 years in technology, 24 in media and 18 in B2B strategic marketing. Through CIO Talk Network, he has interviewed more than 1,000 enterprise business and IT CXOs from around the world.

"We have had many great community events with great speakers but our experience with Sanjog is very unique and interactive."

Srini Pedamallu · On a community event
Excerpt from his comment on Sanjog's earlier website.

Plan a speaking engagement.

Share the audience, purpose, date, location and available time. Confirm the session, fees and production details together.

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