



## MARC LESSER

CEO/ ZEN TEACHER

Warm-hearted Leadership: Authenticity, Presence, and Power



Marc Lesser integrates the wisdom, integrity, and spontaneity of a Zen teacher with the vision, drive, and focus of a successful CEO. He is a business leader, executive coach, storyteller, and visionary. His power and presence and ability to deeply touch the lives of his audience comes from a 30-year daily meditation practice, founding and leading a publishing company for 15 years, and from living in (and managing) a Zen monastery. Marc was the director of Tassajara, Zen Mountain Center, the first Zen monastery in the western world, founder of Brush Dance, a successful, highly acclaimed publishing company with world-wide distribution. Marc now brings his vision and experience to many through his writing, keynote addresses, business retreats, and through coaching executives in corporations throughout the world.

### KEY THEMES

#### **Thriving in Uncertainty:**

Being creative and successful in business and in our lives requires that we be responsive, flexible, have the ability to change our consciousness, and move beyond our comfort zones.

#### **Creativity, Innovation, Zen:**

Learn how slowing down and looking deeply can lead to greater satisfaction, and business success.

#### **Wisdom and Success Beyond Success:**

Why are you here on this planet at this time? What is your mission? How are your actions aligned with this mission? What are your next steps? It is sometimes said that wisdom is knowing what to do next.

### THE PRESENTATION:

Marc is a dynamic and easy speaker. In these captivating presentations, Marc integrates hands-on practical insights with powerful and humorous stories, while providing a perspective of depth, compassion, and success. Marc brings a refreshing, surprising, and quietly astonishing new light to changing the rules and assumptions of business and enlivening your work with new practices and observations—as well as guidance to seeing yourself, your work, and your life through expansive, appreciative eyes.

Marc's presentations include:

- ▶ Accomplishing More By Doing Less: Transforming Business
- ▶ Leadership With Integrity, Impact and Imagination
- ▶ Creativity and Innovation: Elegant Solutions to Difficult Problems
- ▶ Utilizing Ancient Wisdom Traditions to Increase Productivity & Profitability



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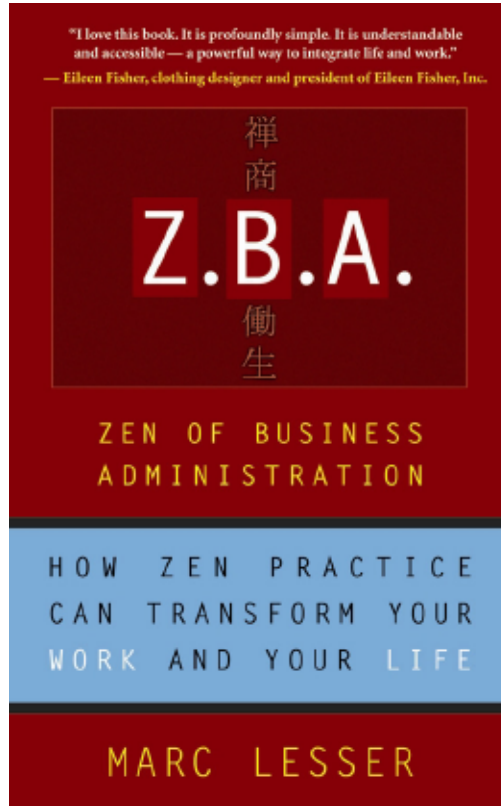
## BIO HIGHLIGHTS

- ▶ Author of *Z.B.A., Zen of Business Administration* published by New World Library
- ▶ Founder and CEO of ZBA Associates
- ▶ Founder and former CEO Brush Dance, Inc.
- ▶ Coaching clients include Google and Technorati
- ▶ Director of Tassajara Zen Mountain Center
- ▶ Stanford University teacher of Integrating Work, Life, and Relationships
- ▶ M.B.A. degree from New York University

## CLIENT COMMENTS

"Marc Lesser is a terrific speaker and facilitator — authentic, interactive, and smart, with a great sense of humor. As an entrepreneur, Zen priest, author and professional coach, Marc can bring fresh insights to any group."

— CEO, Social Venture Network



Do Less. Accomplish More: *Transforming Busyness and Extra Effort to Composure, Satisfaction, and Results.*

To be published in January 2009, by New World Library.

### The Less Manifesto

Instead of adding more to your work and life, Do Less, for Greater Results:

- ▶ Less constriction, leads to more openness
- ▶ Less jumping to conclusions, leads to more understanding
- ▶ Less frenetic activity, leads to more focus
- ▶ Less resistance, leads to more effectiveness
- ▶ Less grasping, leads to more innovation
- ▶ Less effort, leads to more results

A primary underlying aim of business is to accomplish the most, with the least amount of effort and resources. The lessons contained within the Less Manifesto show how, in a practical, step-by-step manner. These practices will change the way you work, and the way you live.

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