

Prior to founding ZenMango, I held senior executive positions in many successful companies including Papa John's International, Jillian's Entertainment, and Einstein Bros Bagels. Since 2002, I have been privileged to fulfill a lifelong dream of teaching courses at the University of Colorado, Boulder. These classes have set me in front of nearly 1500 students each year and have highlighted the importance of one's inner drive for constant improvement.

Through my professional life I have made a point to learn from other's successes and failures in order to grow and improve myself. My observations have translated into character building lessons which I felt compelled to periodically pass along to my students during my time spent with them. These individually and professionally oriented lectures eventually developed into a set of seminars which have since been delivered to thousands across the country from small community development meetings to large corporate settings alike.

All of these seminars are designed to connect the audience with his/her inner self and drive him/her to inevitable action. These seminars are designed for the good of the company these individuals belong to, the personal career of each individual, and the private development of each person's character. Each seminar is delivered in an enjoyable, storytelling format that is sure to entertain, connect, and inspire individuals to take their drive to the next level.

Please feel free to contact me to learn more about any of these seminars. They are sure to be a catalyst for a renewed drive to take charge of your personal and professional life in order for you to achieve new levels of success.

Arjun Sen

President
ZenMango

SPEAKING ENGAGEMENTS

YOURNESS™: market yourself

Brands spend millions to define and perfect their market positioning. In contrast, most of us spend a few hours doing a chronological rehash of positions held to develop or update our resumes. When we are asked in interviews “Tell me about yourself,” we struggle.

The Yourness: Market Yourself seminar facilitates individuals to define their personal market positioning by taking them through a self discovery journey. The seminar provides tools for each individual to identify his or her Yourness, then use it to their advantage in all fields of life. This seminar helps individuals:

- Define your personal Yourness
- Specify areas of life to utilize Yourness
- Learn how to use Yourness to its best advantage
- Put Yourness to work for you!

Arjun Sen started the Yourness: Market Yourself seminar while teaching at the University of Colorado when he felt students today need a lesson in self discovery. Since then, this seminar has helped audiences of more than 8,000 define their personal market positioning and help them reach their fullest potential in all areas of life.

LEAKY BUCKET®: the secret to eating an elephant

A significant long term performance indicator for most brands in most industries is their traffic or transaction count, maintained only by high customer retention. A brand's Leaky Bucket® measures what percentage of the brand's customer base is not likely to return to the brand and specific reasons for their decisions not to return.

As marketing is in charge of offence (getting new customers) and operations is in charge of defense (not losing customers), the Leaky Bucket® provides information meant to use their combined forces to reach superior effectiveness.

The Leaky Bucket®: The Secret of Eating an Elephant seminar helps brands develop a complete, actionable, long-term plan to retain its customers and increase transaction count. This is a must attend for anyone who wants develop a cross-functional view of a brand's health versus the competition within their category or industry.

This seminar helps individuals:

- Understand Leaky Bucket® and its importance
- How to measure your brand's Leaky Bucket®
- The reasons for the leak in your brand
- Develop a prioritized action plan to fix the leak

make your brand marketing team RESEARCH SAVVY

Ongoing consumer research is a key ingredient to keeping a brand close to the pulse of the consumer. ZenMango feels that there is a fine line between doing research the right way and conducting improper research. This fine line determines the effectiveness of a brand's consumer research.

The *Make your Brand Marketing Team Research Savvy* seminar helps a brand's marketing team understand how to conduct proper research and thus make the research more effective. Additionally, the seminar helps to stretch a brand's marketing dollars further by presenting several free or inexpensive ways to get insight into a consumer's mind.

This presentation is ideal for business professionals who want to stay close to their consumers. This seminar helps brand team members understand:

- The role of different kinds of research
- How to choose a research methodology
- How to best prepare for research
- The best ways to use research effectively

SPEAKING ENGAGEMENTS

THE POWER OF THE SMALL: 5 ah-ha's of success for franchising

Great ideas often start as small thoughts, and all mega brands had humble beginnings. Success depends not on size or beginnings, but on how well a small brand or franchisee harnesses their power and moves forward without worrying about the big, super-competitors.

The Power of the Small seminar rekindles the flame of the starting entrepreneur to realize one's unique position to take charge of their destiny. The seminar provides actionable tools for a small brand to look big but act small, and in the process achieve huge success.

This presentation is ideal for small business owners, entrepreneurs, franchisors, and franchisees to be more effective and successful.

The seminar helps individuals:

- Understand how to use size as an advantage
- Understand the consumer experience
- Effectively communicate with consumers
- Build good business practices from day one
- Utilize operational tips: keep it simple

defining your brand's KEY PERFORMANCE INDICATORS

Gone are the days when one can manage their business by looking at the performance indicators of yesterday. Most brands are only looking at actual sales and transactions from yesterday and are thus using trailing indicators to manage their business. ZenMango feels that is similar to riding a horse facing backwards.

The *Defining your Brand's Key Performance Indicators* seminar takes your business through a discovery process in which stakeholders identify the leading indicators for their brand what will help them influence future business success.

This presentation is ideal for any business professional who would like to manage their business in a more effective and successful manner. This seminar helps individuals understand:

- The definition of success for the business
- The measures that can be used for defining success
- Your brand's best leading indicators
- The relationship between your leading indicators and traditional measures
- Your individual scorecard for the business

harnessing our youth to be THE LEADERS OF TOMORROW

Today's teens are the leaders of tomorrow. Our best hope for a brighter future lies in investing in our teens today to get them ready to face the challenge tomorrow will bring.

This seminar contains a series of stories about a young girl entrusted with very mature responsibilities. Entrusting her with these responsibilities propelled her into forming an effective marketing company. Her marketing company, which has been functioning over summer breaks for the past two years, earned her a position in the *Top 40 Marketing Executives Under the Age of 40*, in 2007. Her entire story is soon to be released in a book entitled *Raising a Father*, written by Arjun Sen.

Participants in this super-charged seminar will understand:

- The power of the teen of today
- Methods of tactfully empowering our teens
- Techniques to build them into the leaders of tomorrow