



# Bill Sanford, MS

## LEADERSHIP TRAINER

Recognized as a dynamic speaker, impactful trainer, and insightful coach, Bill Sanford helps leaders build themselves, their people, and their organizations to achieve meaningful, lasting results.

Whether speaking to a large audience, training a group of managers, or working with senior executives, Bill engages people, gets them focused on what's most important, and delivers productive, practical steps they can put to use immediately. There is usually plenty of laughter along the way.

Over the course of his career, Bill has designed and facilitated seminars on numerous leadership topics including teambuilding, conflict management, communication, selection, peak performance, personality, and change. He has worked with clients in a range of industries – from construction, manufacturing, and distribution to healthcare, high-tech, and banking – in addition to working in government, higher education, and the non-profit sector. He has also done extensive work with several clients in sports, ranging from college sports teams and athletic departments to the National Basketball Association (NBA).

Bill earned master's degrees from the London School of Economics and from George Mason University's Institute for Conflict Analysis and Resolution. He earned his bachelor's degree from the University of North Carolina at Chapel Hill, which he attended on a Morehead Scholarship. He has also graduated from programs in professional coaching and group facilitation.

After living and working in Prague, Vienna, London, and Washington, DC, his work continues to take him far afield, from each corner of the United States to as far as Dubai. He always enjoys coming home to North Carolina, where he lives with his wife and three sons.



We Build Leaders.™

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### Bill is available for:

- ▲ On-site Seminars from The Leadership Mastery Series™
- ▲ Keynote Presentations
- ▲ Executive Leadership Coaching

# Custom Programs & Leadership Coaching

## CUSTOM PROGRAMS AND EXECUTIVE RETREATS

Developing effective leaders and teams is crucial for maximizing your organization's resources and producing world-class results. One of the best ways for your team to meet and surpass its goals and objectives is to participate in a custom-designed program or executive retreat led by Bell Leadership trainers.

Our work—which has been used by more than 500,000 leaders in more than 4,700 organizations in 30 countries—draws on Dr. Gerald D. Bell's in-depth studies of the best companies and leaders in the world and proven techniques for increasing your bottom line. We design programs focused on practical, take-home actions for your specific needs. One of Bell Leadership's highly qualified trainers will tailor your next meeting to reach your organizational goals and those of the participants.

Bell Leadership Institute recommends custom programs and executive retreats to:

- ▲ Enhance Communication and Build Alignment
- ▲ Set Goals and Solve Problems
- ▲ Develop Company Leaders
- ▲ Build Your Teams

Please call Lynn Oddenino at (919) 967-7904 to schedule your team's custom program or executive retreat with one of Bell Leadership's trainers. Fees vary.

## LEADERSHIP COACHING

Bell Leadership Institute is pleased to offer coaching services to our clients. Half-day master classes, face-to-face meetings, or phone sessions are available.

We offer both individual and group sessions to answer a variety of our clients' coaching needs:

- ▲ Master Classes  
*A series of private sessions designed to address your unique strengths and weaknesses.*
- ▲ Individual Sessions
- ▲ Team Development Sessions

To reserve time for your customized coaching session with one of Bell Leadership's qualified coaches, call Lynn Oddenino at (919) 967-7904. Fees vary based on the type of session scheduled. Special prices are available if coaching sessions are scheduled in conjunction with an Open-Enrollment Seminar.

Bill Sanford is an incredible speaker, more importantly an incredible person. He has deep training and experience in conflict resolution, coaching, and leadership development in a variety of settings. One of the most compelling statements I can make is that in my 25 years in this field, I would place him in the top 2% of presenters I have worked with.

### DR. KRISTINE SULLIVAN

Adjunct Professor  
Duke University

The Communication seminar was extraordinarily helpful. Bill is an example of Advanced Communication and had us practice and repeat the principles throughout the day. On the day after the seminar, two of us put the seminar's lessons to immediate practice in handling a major confrontation. That evening, I was consulted by my best friend, a principal in her business, who was struggling with a confrontation with a partner. I immediately saw how almost magically effective were both the principles in practice and the principles in sharing ideas and analyzing a conflict.

### FRANCES GRAVELY

Founder and Vice President, Brand Development  
Vietri

My coaching session was very helpful in articulating the Achiever plan and hearing the support offered on the other end. Bill asked great questions and was very encouraging in his comments. It's clear he practices what he believes!

### DALE WILLIAMSON

Vice President, Human Resources  
NewsBank

Bill Sanford has done an excellent job in understanding our company's needs in developing leaders and promoting a consistent culture. His work on an individual and group basis is helping us achieve our strategic goals.

### DAVID SCHMOLL

Senior Vice President, Human Resources  
Ply Gem Industries, Inc.

"The secret of making a contribution to humankind is to build your leaders so they build your business. The key is to build yourself first."

Dr. Gerald D. Bell