

# Move your team to the top 10%



For greater performance levels and higher profits – put the **10-80-10 Principle** keynote on your next agenda

Photo taken by Michael A. Scott

Since 1995, professional speaker Sunjay Nath has unlocked the benefits of the 10-80-10 Principle for more than a half-million people. Learn how you and your team can operate at this same dynamic level – all the time.



## WHO IS SUNJAY NATH?

Sunjay Nath – MBA, BSCE, CSP

An engaging speaker, a gifted author, and an accomplished entrepreneur, Sunjay Nath also holds a degree in Mathematical Engineering and a Masters in Business Administration. Since he was 19, Sunjay has delivered inspiring, humorous, and energetic presentations filled with real-life experiences that keep his audience motivated and captivated to the message.

Sunjay has served as President of the Canadian Association of Professional Speakers, Toronto Chapter, and as President of his Engineering Discipline. He has also earned the Certified Speaking Professional Designation (CSP), which is the highest international level a speaker can achieve. At the time of earning this honor he was the youngest Canadian to ever receive it and one of the youngest in the world.

Always striving to achieve more – Sunjay was a contributing author to the book *Professional Speaking* and is currently writing his own book, *The 10-80-10 Principle* (see [www.sunjaynath.com](http://www.sunjaynath.com)). He has earned his Black Belt in Tae Kwan Do, run a marathon, and has a tremendous amount of experience speaking with the education market – the most demanding audiences of all.

## The 10-80-10 Principle

### Your Combination to Success

Everyone exhibits Top 10% behaviors – those skills and actions that boost higher performance and ultimate rewards.

### But how do you maintain these successes consistently?

The 10-80-10 Principle guides people towards recognizing and developing these Top 10% behaviors and eliminating the Bottom 10% actions that block success. The 10-80-10 Principle combines best practices with small wins to help people achieve more and find balance.

## Benefits in Action

### They Continue to Grow

In place of the “rules to live by” formula professed by many motivational programs – the 10-80-10 Principle provides a foundation for behavior. As the first days of enthusiasm pass, rules can bend and break. In contrast – the knowledge gained through the 10-80-10 Principle is self-actualizing. You are now aware of behavior patterns and this prompts you to respond accordingly.

- ☀ You notice yourself and others recognizing current behaviors
- ☀ You are equipped to enable yourself and others to act in the Top 10%
- ☀ Through this action – productivity and profit are increased
- ☀ Everyone benefits

*"The 10-80-10 Principle is brilliant! Every organization needs to hear and implement this concept."*

*Iain Klugman – President, Communitech*

*"10-80-10 is simple and elegant. It was very applicable to my staff both professionally and personally."*

*Tim Sim –Principal, Agincourt Collegiate Institute*

## Making the Move to the Top 10%

### Keynotes / Seminars & Workshops / Retreats

Sunjay is available for speaking engagements that suit your business or personal goals and availability. Contact him to discuss how the 10-80-10 Principle is right for your next program. For details on additional currently available programs, visit his Web site at: [www.sunjaynath.com](http://www.sunjaynath.com)



THE 10-80-10 PRINCIPLE – UNLOCKING DYNAMIC PERFORMANCE

Call: 905-466-4270 or 1-888-407-9995 Fax: 905-827-2030  
[sunjay@sunjaynath.com](mailto:sunjay@sunjaynath.com) [www.sunjaynath.com](http://www.sunjaynath.com)



INTERNATIONAL  
FEDERATION FOR  
PROFESSIONAL  
SPEAKERS



CANADIAN ASSOCIATION OF PROFESSIONAL  
SPEAKERS  
CAPS