



STEVE SANDERS

Go-to-market strategist
Author

MBA Strategy Guest Speaker
Independent Advisor, **Business Growth Mechanics**
Managing Partner & Co-founder, **Senaryo Services**

SPEAKER TOPICS

- How to succeed in the age of stakeholder capitalism
- Profit first and last, transitioning to profit with purpose
- How business will compete in the future competitive world
- Ethical business as a necessity for business survival
- Value propositions for maximising impact across your ecosystem
- Go-to-Market Strategy transforming from feature-led to impact-led business

"Businesses will only succeed if they compete in the mindset of the future, not how things were in the past..."

Steve Sanders is a go-to-market strategist, specialising in helping businesses deliver their unique value and offerings in order to remain competitive in their markets.

An independent advisor at [Business Growth Mechanics](#) and managing partner and co-founder of [Senaryo Services](#), Steve is an established expert in complex business development, building growth models and pushing technological innovation to keep companies at the top of their game and resilient in ever-changing market dynamics.

Sustainable businesses must be prepared to pivot, shift and adapt to changing circumstances and Steve advises business leaders and teams how to remain flexible, create strategies and course-correct where necessary to remain ahead of the curve. In the past he has worked with global clients on system automation, managing transitions from product to service delivery and coaching teams to identify and pursue their unique route to value creation.

Steve's new book [Five Horizons](#) is the ultimate guide for businesses to navigate the evolving world of stakeholder capitalism and explores why the 'profit-first-and-last' mindset no longer gives companies the edge over competitors. Instead, principles-led businesses which prioritise the demands of their clients, employees and other stakeholders will thrive. Steve's ultimate aim is to coach businesses in their journeys as they navigate greater external pressure to stand for more and do more than simply producing a product or service.

Steve is also a Fellow of the Institute of Directors and an advisory board member in several companies and charities, all aligned with strategic sustainability.

Steve is a guest strategy speaker on the Warwick Business School MBA team, co-author of *Success Secrets for Entrepreneurs*, a founding member of [One Golden Nugget](#) and a member of the [BIP100 Club](#).



STEVE SANDERS

“We are in the midst of a once-in-a-generation Great Shift, and a tipping point when everything changes. The ‘profit-first-and-last’ mindset no longer works. Differentiate yourself with a purpose of greater meaning and watch as company-level value multiplies”

SPEAKING / PRESENTING

[Salesforce Global Partner Summit](#)

[Thoughtful Leader Podcast](#)

BIP Chat - [Future of Hybrid Sales Teams](#) and [Getting strategic during times of global change](#)

KLDR Simon Phillips (The Change Man)
Podcast: Interview [Part 1](#) and [Part 2](#)

Technology Supply Chain CIC

Warwick Business School MBA

Experian's 2014 Global Sales Kick-off in Barcelona

BOOK



Five Horizons:
*How to Succeed
in the Age of
Stakeholder
Capitalism*

Launches: 21 June

Find out more [here](#)

PARTNERS AND MEDIA APPEARANCES



“Polished, pragmatic, positive, thought provoking and super helpful, balancing practical suggestions and positivity for our future, guiding entrepreneurs with real-life stories based on experience. Steve's voice as an experienced businessman is one of gentle but clear intelligent guidance”.

Lisa Burton, CEO at LegalDW

To book Steve to speak at your event, please contact Fay Austen on 01603 743 363 or email fay.austen@ambitionpr.co.uk