

PROGRAM DESCRIPTIONS

Arjun Sen



UNQUIT FOREVER: KEEP YOURSELF IN THE GAME®

A simple everyday inspirational story on how to live life to the max by appreciating, preparing, and celebrating. Arjun Sen was living the life of the Brand Zen®, rapidly moving up the corporate ladder in the USA. Then his life changed. Arjun was diagnosed with cancer, with doctors initially worrying if he would even live for 100 days. Challenges started piling up from all aspects of life, personal and professional. Giving up seemed like the default option, until Arjun found his one purpose in life, and started the journey of Unquit. Sherpas started appearing magically just when needed, to take Arjun to the next milestone.

Today, more than 10,000 days later, after going through 21 surgeries and fighting numerous life battles over three decades, Arjun shares his story of the ups and downs of his life as a dad and his continued rise as a marketing executive.

Arjun's message that "The worst of challenges can impact my body but never my mind" will move you and every audience member. The three questions are:

- How will you keep your mind free, live the Unquit Forever way?
- How do you live fear free, not fearless, as you celebrate every day, every moment?
- How will you celebrate every sherpa in your life?

Arjun's book, [Unquit Forever: Keep Yourself in the Game](#), is receiving rave reviews worldwide. This inspiring, feel-good keynote will help you learn how challenges in life are never a reason to quit. Instead, they can inspire and motivate you to achieve what you've only dreamt about.

SECRETS TO WIN BIG®

This business leadership keynote is based on Arjun's experience working with top brands and leaders around the world. He shares stories of how to put brands on the path to WIN BIG. It is perfect for businesses ready to take the next big step and accelerate their journey.

Be inspired to WIN BIG with real-life stories of Big Wins at the highest level from Arjun's real-world marketing, operations, and leadership experience with Fortune 500, start-ups, and emerging companies. Experience broad, unique, and action-oriented perspectives and an understanding that will put you on the path to achieving the highest level of success.

Arjun believes every business has a path to WIN BIG and can achieve that by focusing on a BIG clear goal, BIG leadership who leads from the front, and BIG stories that connect to the heart. BIG learning also comes from stories about what derails brands in their journey and decision processes that give the audience a first-hand experience of how BIG WINS happen.

CUSTOMER KARMA®

This customer experience keynote is based on Arjun's best-selling books, Customer Karma® and Wow 1 More®.

It is perfect for those in the corporate and franchise world, who want to press the reset button and elevate their customer-first mindset and strategy.

During his days as VP of Marketing and Operations at Papa John's, Arjun realized the value of each team member and franchisee, saying "They do not exist for us to use them to make more money. Instead, we exist to help them win big, long-term."

This has been Arjun's foundation for over 30 years to help brands worldwide like Burger 21, Coca-Cola, Chipotle, Chili's, DISH Network, Golden Chick, Paytronix, Teriyaki Madness, TopGolf, Velvet Taco, Walgreens, and Wings & Rings. Teaching these brands, and many more, to connect to the hearts of customers has earned him accolades. He is referred to as the Brand Zen® and Blaine Hurst, former President & CEO of Panera Bread calls him "one of the most business intelligent minds."

Arjun starts the conversation by asking, "What is Your Customer Karma? and "What is stopping you from achieving it?" He takes the audience through real-life, real-impact situations and shows them how to align around BE-THINK-FEEL-ACT by putting customers first.

This fun and engaging journey filled with real-life experiences, tailored to the audience, will leave them filled with excitement and armed with easy to implement, actionable ideas.