



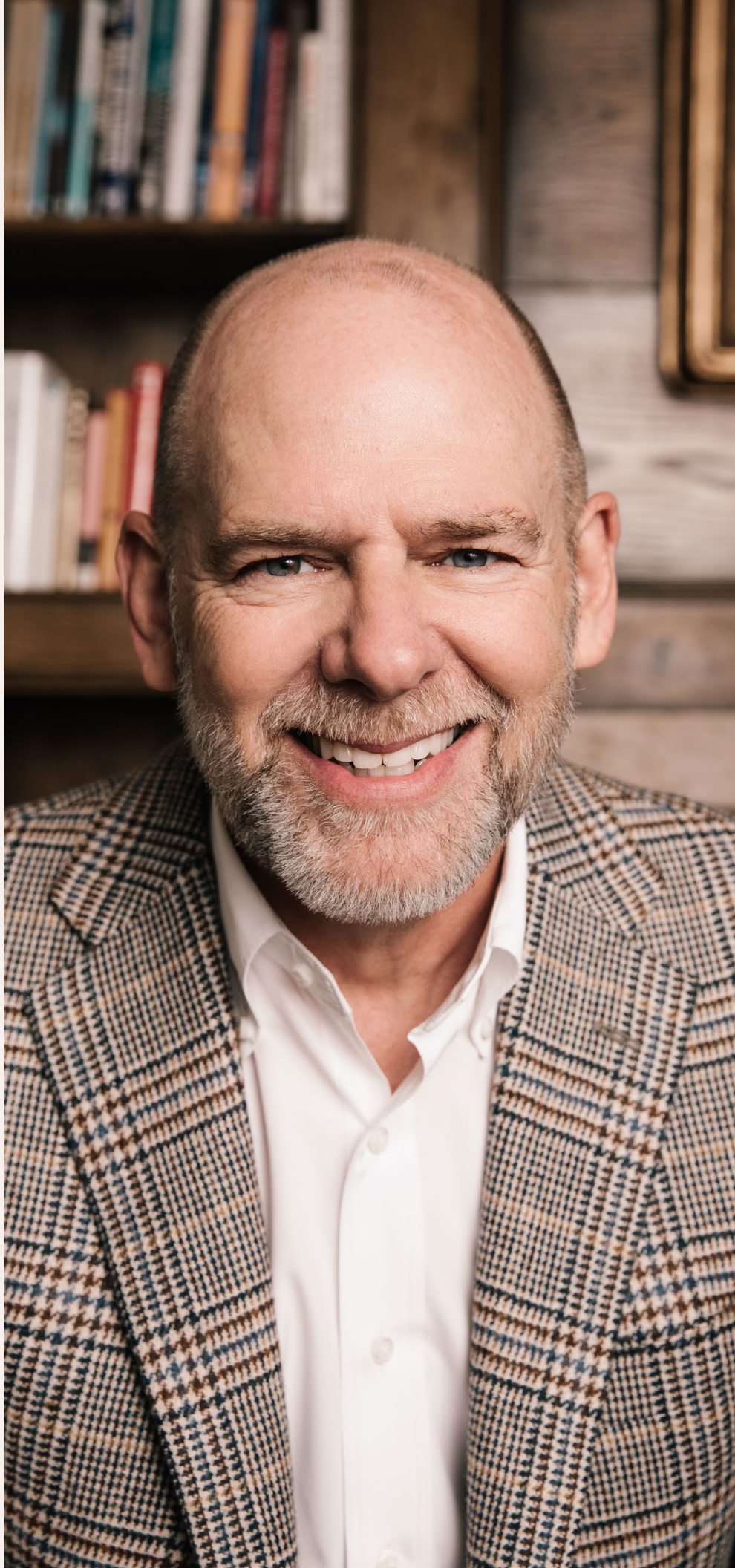
# Mark Miller

## PRESS KIT

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Principal Architect of Chick-fil-A's  
Renowned High-Performance Leadership  
Culture and Bestselling Author

[leadeveryday.com](http://leadeveryday.com)



# About Mark Miller

## BIOGRAPHY

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Mark Miller's passion is serving leaders. Whether speaking to global audiences or individual leaders, his message is consistent and pragmatic: Lead Every Day. His career at Chick-fil-A began over 40 years ago as an hourly team member in one of the local restaurants. Shortly after that, he became Chick-fil-A's 16th corporate employee. Since that day, he has worked all across the business but recently retired as the Vice President of High-Performance Leadership, where he was a principal architect in building Chick-fil-A's renowned high-performance leadership culture.

For the last twenty-five years, he focused much of his time on helping the organization grow its leadership capacity. Mark and his team at Chick-fil-A invested a quarter century and tens of millions of dollars searching for and validating ideas that work. Over the years, they focused on numerous topics, including High-Performance Teams, High-Performance Organizations, Employee Engagement, Execution, Personal Leadership Effectiveness, and, most recently, Culture. These projects have each culminated in globally acclaimed books. Today, over one million copies of Mark's books are available in 25+ translations, including national bestsellers and a Wall Street Journal Bestseller. His approach to writing and speaking has always been to find what is true in principle and apply it to the real world. Because of this, Mark is best known for his ability to unlock the full potential of executives and teams to create High-Performance leaders and organizations.



# About Mark Miller

## EXTENDED BIOGRAPHY

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Mark Miller's passion is serving leaders. He has traveled to dozens of countries around the world in an effort to fulfill his calling. Whether speaking to global audiences or individual leaders, his message is consistent and pragmatic: Lead Every Day.

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When not practicing or studying leadership, Mark is an avid photographer. His expeditions have taken him to some of the world's most difficult-to-reach destinations. He has photographed silverback gorillas in the jungles of Rwanda, the icebergs of Antarctica, the Maasai warriors in East Africa, Nepalese culture at Everest Base Camp, and much more. More adventures are in the works.

Mark is married to Donna, his high school sweetheart. They recently celebrated their 40th wedding anniversary. Mark and Donna have two sons, Justin and David. Justin is married to Lindsey and they have three children: Addie, Logan and Finn. If you are a follower of Mark on social media, you will likely see them make a debut on his Instagram feed.



# Headshots

[Download Headshots](#)

# Speaking & Thought Leadership

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## Let Mark elevate your leadership.

Mark is on a mission to spread the message that the truth of leadership effectiveness is both knowable and applicable in all walks of life. Mark and his team at Chick-fil-A invested a quarter century and tens of millions of dollars searching for and validating ideas that work. Now as the Co-Founder of Lead Every Day, Mark shares this research and unlocks the full potential of leaders and teams to create high performance leaders and organizations across the globe.

*Booking discounts are available when booking multiple talks.*

[Book Mark](#)



# Mark Miller's Signature Keynote

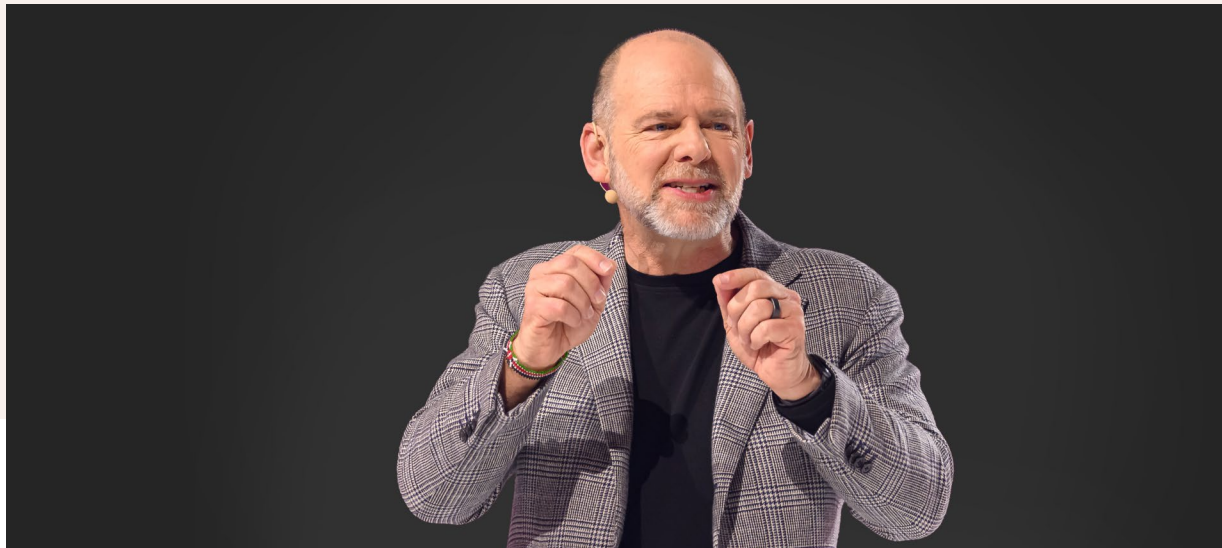
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Mark's signature keynote, Chess Not Checkers, highlights the best of Mark's research and will help you:

- **Become a Better Leader**
- **Lead a High-Impact Team**
- **Strengthen Your Organization**

## Chess Not Checkers: Elevate Your Leadership Game

In this talk, Mark reveals four essential moves all high-performance organizations make. They ***Bet on Leadership, Act as One, Win the Heart, and Excel at Execution***. After over 40 years at Chick-fil-A, Mark will give your audience an accessible and easily applied guide to help leaders elevate their own leadership, the performance of their team, and strengthen the organization overall.



### Looking for something more specific?

**Mark will deliver the exact message you need to hear...**

Because of the extent of research and work Mark has done over his storied career, he can deliver a talk that meets your audience exactly where they are. Identify what you want to improve...Leadership, Team Impact, or Organizational Strength? Then explore the pain points addressed in each talk to determine which one is right for you.

## Becoming a Better Leader

### The Secret: What All Great Leaders Know and Do

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One question many leaders need answered: “What is the secret of great leaders?” Mark’s answer? Great leaders serve. If you feel preoccupied with the future, are worried about the people on your team ultimately determining your success or failure, or you’re worried about your leadership credibility, there is a reason for that. In this talk, Mark will reveal five habits that underlie leadership character and that determine a leader’s success – and teach leaders how to develop these habits. You’ll walk away knowing the secret to great leadership.

**Pain Point Addressed:** We know our leadership is keeping us from performing at the highest level, but we don’t know where to begin improving.

### Leaders Made Here: Building a Leadership Culture

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The most important attribute high-performing organizations have in common is that they are well led. Every organization dreams of having enough leaders. Yet too many organizations take a haphazard or inconsistent approach to leadership development. The result is a dearth of leaders and a failure to leverage the full capacity of the enterprise.

In this talk, Mark will unpack how any organization can create a culture in which leaders are routinely and systematically developed, resulting in a surplus of leaders. He even details how to nurture leaders throughout the organization, from the front lines to the executive ranks. He provides a game plan for organizations to build a culture of leadership that results in a deep leadership bench.

**Pain Point Addressed:** We have strong leadership at the top, but if anyone left we’d be at a loss for what to do. We need to develop a leadership bench.





## Becoming a Better Leader

### Self-Leadership: How Great Leaders Grow

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Successful leaders don't rest on their laurels because leadership is not a title on a business card. Leadership is a living process—and life means growth. Many of us are challenged to lead others, but how are we leading ourselves down a path of personal growth? In this talk, Mark shows leaders and aspiring leaders precisely which areas to focus on so they can remain effective throughout their lives. Whether you're a CEO or an entry-level employee, you'll leave inspired to reflect on your life and design your own long-term growth plan—a plan that can lead not only to continuing professional success but to personal fulfillment as well.

**Pain Point Addressed:** We spend time strategizing how to lead our teams, but rarely think about how to lead and grow ourselves.

### Scale Your Impact with SMART Leadership

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Escape the mediocrity that ensnares so many in business and become a better, more effective leader. Have you ever wondered what it would take to scale your impact, be a better leader, or make a bigger difference in the world? The answer lies in the choices you make: about everything from how you spend your time to the way you view the world.

In this talk, Mark shares the four research-based “SMART choices” the best leaders make to scale their influence and results. By teaching you how to confront reality, grow capacity, fuel curiosity, and create change, Mark will help you and your team: bring fresh eyes and fresh thinking to your leadership approach; increase your confidence in your ability to make a difference; lead at levels you never thought possible; and accelerate your learning curve so that all these benefits come faster and more naturally.

**Pain Point Addressed:** We can't escape the quicksand — busyness, distractions, complexity, and more, are keeping us from leading well.





## Leading a High Impact Team

### The Secret: What Great Teams Know and Do

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Most think that in order to improve team dynamics, you must focus on such things as getting clear about team purpose and team member roles, not the importance of creating a sense of community in a team. However, Mark's research has proven that in order to have a high-performing team it may look different than you think.

The core message is that Talent, Skills, and Community are all essential to team success, and that team leaders and leaders supervising or training team leaders, need to develop all three in order to create such teams. But how? In this talk, Mark offers concrete suggestions for building teams where people know each other deeply, serve each other willingly, and genuinely care for each other.

**PAIN POINT ADDRESSED:** *We know our team dynamic is keeping us from performing at the highest level, but we don't know where to begin improving.*

## Leading a High Impact Team

# Win the Heart: How to Create a Culture of Full Engagement

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Every great company has an engaged workforce, and nurturing a culture of engagement is at the heart of effective leadership. Employees who really care about their work, their coworkers, and the organization can supercharge a company's success. But for many years, engagement has been suffering. Gallop reports that 70 percent of employees are not fully engaged on the job.

In this talk, Mark draws on more than 40 years of leadership experience to teach leaders at all levels how to change the conversation and create real competitive advantage in the process. Improving engagement unleashes untapped potential in all employees. An engaged workforce is more creative, more driven, and more enthusiastic about reaching company goals. After this talk, your people will never look at work, or their leaders, the same way again.

**PAIN POINT ADDRESSED:** *Our employees are going through the motions and aren't fully engaged, but we want them to care about their work, their coworkers, and the organization.*



## Strengthen Your Organization

### Talent Magnet: How to Attract and Keep the Best People

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There is a long-standing truth in the world of organizations: talent wins. But how do you attract the best people? What do they really want? In this talk, Mark will explore his extensive research on how top performers are looking for very different things than solid contributors. Regardless of industry or title, all top performers want the same three things out of a job. You'll walk away having identified these three critical aspects of a true talent magnet. Finally the curtain is pulled back on what leaders can do to find and retain the very best people – a strategic need every leader faces.

**PAIN POINT ADDRESSED:** *We struggle to attract and retain top talent.*

### Make Culture Your Competitive Advantage

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After completing a global study with over 5,000 participants from ten countries, Mark exposed the most predominant culture fissures and their fixes. This talk will showcase leaders and organizations who are building strong, enduring cultures and make the case for why leaders should invest their time and energy on building culture. If you want to stay in the game and win, there are simple, actionable rules you must play by. After learning these rules and their accompanying best practices your leaders will be enabled to: clarify and communicate the organization's cultural aspirations, reinforce the aspiration through their daily activities, and maintain relevance and vitality by constantly enhancing their culture. When leaders' actions become more strategic and productive they give their organization a huge gift—a place where untapped potential is released and transformed into performance.

**PAIN POINT ADDRESSED:** *Our company culture is poor or simply lacks intentionality.*

### Win Every Day: Overcome Execution Obstacles

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Great ideas don't matter if you can't execute. All high performance organizations have one thing in common: Execution. In this talk, Mark offers a proven, research-based method for creating workplaces where everyone performs at the highest level. Mark put the research-based methods to the test with over seventy businesses employing over 7,000 people. He came out of it with proven tools to release the untapped potential in your people, create a strong competitive advantage, and win not just on game day but every day.

**PAIN POINT ADDRESSED:** *Our teams know what to do (and they like each other), but their failure to execute is impacting the bottom line.*

# Media

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Mark makes himself available for media appearances when possible. Topics Mark has addressed in the past include:

- **General Leadership**
- **Self Leadership**
- **Team Dynamics**
- **Employee Experience/Engagement**
- **Organizational Culture**
- **Talent Retention and Acquisition**

To connect with Mark's team for media appearances, visit [leadeveryday.com/contact](https://leadeveryday.com/contact)

