

Sunjay Nath

ENGINEERING HUMAN PERFORMANCE

Sunjay Nath (MBA, CSP, HoF)



Sunjay Nath travels globally sharing insights on leadership and performance. He is best known for his trademark, “The 10-80-10 Principle” which is a framework that helps individuals and teams improve performance. This methodology combines best practices with small wins to help people empower themselves.

The framework is the synthesis of years of studying many different business models and philosophies and then distilling them into a very simple and easy to apply framework. Some of the concepts it compasses include The Pareto Principle (The 80/20 Rule), The Gallop Research that was used in the writing of “Now Discover Your Strengths”, Sir Isaac Newton’s Laws of Motion and Jack Welch’s concept, Differentiation.

Most successful organizations use these concepts in one form or another. The 10-80-10 Principle can be used to explain why Apple is such a resounding success and how the financial meltdown occurred in 2008. It can also explain why we care more about gas prices than mortgage interest rates even though the latter has a significantly larger impact on our lives. The successful understanding and application of this principle will have a tremendous impact on the performance of any individual, team or organization.

Sunjay was a founding Vice President of an e-learning company based in Toronto that has gone on to become a multimillion-dollar company. He started an international speaking business when he was 19; he wasn’t even old enough to rent a car. This was particularly problematic when he would travel. As a speaker, Sunjay has travelled extensively and addressed in person well over 1,000,000 people around the world since 1995. In 2005, Sunjay became the youngest Canadian (and third youngest in the world) ever to earn his CSP (Certified Speaking Professional). The CSP is the highest internationally recognized designation that a speaker can aspire to achieve. In 2018 Sunjay was inducted in the Canadian Professional Speakers Hall of Fame.

With his background, Sunjay offers a rare combination of both left and right brain activities to engage all audience members. Sunjay holds an undergraduate degree in Mathematical Engineering, a degree that after the first year of the program, 80% of the students failed out. He also holds a Master’s in Business Administration.

Always striving to achieve Sunjay has earned is Black Belt in Tae Kwon Do, has run a full 26 mile (42km) marathon and has jumped out of a perfectly good plane (some call it skydiving. He is a

magician, a comedian, a professional actor, he can juggle and in university he was rated as one of the country's top debaters.

Sunjay is the author of The 10-80-10 Principle, The ABCs of Student Leadership, a contributing author for the book, Professionally Speaking. His new projects include learning to sing "Row, Row, Row Your Boat" in rounds ... by himself.