



MASAMI SATO

DISCOVERING THE POWER OF GIVING

- Founder and CEO of B1G1 (BUY1GIVE1)
- 2-time TEDx Speaker
- AMAZON Best-Selling Author
- Winner, Sustainable Business Award: SME
- Finalist, Inspired Leadership Award

ABOUT MASAMI

Masami was born in Japan but her desire to expand her horizons took her on a global journey. She became deeply concerned about the inequalities and other challenges that existed in the world. Since then, she has endeavoured to create real WIN-WIN connections across all cultures, people, and organisations to realise a different world.

She has been a serial entrepreneur since 2001, starting and running several commercial enterprises all aiming to transform the way businesses are operated today. And by taking a completely new look at the power of giving, she founded B1G1 (Buy1GIVE1) in 2007.

Masami's approach to life is very different. She brings a new, almost upside-down strategy to everything she does. And she also radiates it through her writing and speaking. She has authored four books including, 'JOY - The gift of acceptance, trust, and love', 'GIVING BUSINESS – Creating the maximum impact in the meaning-driven world' and 'Better Business, Better Life, Better World'.

Masami's career has followed her diverse talent and skills having been a teacher, translator, natural food chef (and farmer!), author and award-winning entrepreneur as well as a mother of two teenage children. She is a two-time TEDx speaker and frequently invited to international events, podcasts, and interviews

SPEAKING TOPICS

NEW WAYS TO UNDERSTAND THE IMPORTANCE (AND THE POWER) OF BUSINESS PHILANTHROPY

- The missing elements in today's philanthropy and charitable giving
- Giving that creates lasting impacts
- Business's role in creating a united and sustainable world
- Why giving is easier than getting

HOW SMALL BUSINESSES CAN CREATE TRULY SUSTAINABLE IMPACTS IN THE WORLD

- The power of small – why small can be more powerful than big
- How to create a lasting giving habit and giving spirit
- Business longevity – the secret of Japanese family businesses

SIMPLE THINGS THAT BUSINESSES CAN DO TO REALLY TRANSFORM THEIR CULTURE

- Understanding the legacy of your business
- Practical and simple ideas for hiring, nurturing, and growing your team that make a difference
- Creating a real giving spirit and why that matters

CREATING A HAPPINESS-CENTRED BUSINESS

- Why happiness matters in business
- Decoding authenticity and joy for designing a sustainable culture
- Three words (and perspectives) that create greater satisfaction in life, in relationships and at work

UNASSUMING LEADERSHIP

- Why leadership matters in the time of global unrest and uncertainty
- Leading by not leading – insights from the world's unassuming female leaders
- Lifelong learning – Masami's experience as a global traveler, a mother, an activist, an entrepreneur and a leader of the B1G1 Movement

SPEAKING TOPICS

THE JOURNEY OF SMALL

- Masami's journey as an awkwardly shy Japanese girl to becoming an entrepreneur (with no money and experience) and eventually founding the global giving initiative B1G1 which has created over 200 million giving impacts in the last decade.

FINDING A DEEPER MEANING AND PURPOSE IN YOUR ENTREPRENEURSHIP JOURNEY

- Understanding the source of your purpose
- The Journey – finding everyday joy and meaning
- What to do when you are feeling lost
- Creating the maximum impact in the meaning-driven world

TESTIMONIALS

"When Masami speaks, audiences are moved to action. And that's what I want from a speaker. Masami delivers this with a unique combination of storytelling, insights, and visceral gravitas that you very rarely find in speakers today. Whether speaking about business, global giving, or shifting thinking so participants can understand complex situations from a fascinatingly refreshing perspective, audiences can tell that she's the real deal. And that's what connects and makes the impact with them, helping them make decisions to shift, take action, and implement positive change, for good."

TIM WADE - SPEAKER AND TRANSFORMATION LEADER

"Masami represents what it means to be a humble, reluctant leader. Her grace, presence and joy speak to a far higher purpose and I find that it's my privilege to follow her on the journey of business for good."

GLEN CARLSON – CO-FOUNDER OF DENT GLOBAL

SPEAKER'S FEE

TYPE OF EVENT	FEE
Major awareness-raising opportunities with video traction (e.g. TED, TEDx, or major conferences) or events that help improve B1G1's profile.	FREE
General events / standard speaker engagements For a session (up to 3 hours)	US\$3,900
Online Event	US\$1,000

*If the client is a B1G1 Member, we will offer a member discount.

*If the event has more than 50 business owners attending or more than 100 individuals (non-business owners), we will offer a discount as well.

[DOWNLOAD A ONE-PAGE SPEAKER'S BIO HERE](#)

[DOWNLOAD PICTURES HERE](#)

EVENT AND MEDIA

PAST EVENTS

- [Masami on the Power of Small – Speech at Business Blueprint Event](#)
- [TEDxSingapore](#)

PODCASTS

- [The Social Entrepreneurship & Innovation Podcast](#)
- [Real Leaders Podcast](#)

BOOKS

GIVING BUSINESS: CREATING THE MAXIMUM IMPACT IN A MEANING-DRIVEN WORLD

This book is for the businessmen, owners and aspiring entrepreneurs who strive for more. Giving Business is a book that brings a revolutionary perspective to business giving and provides entirely new insights into what it really takes to maximize your impact in today's meaning-driven world. Masami Sato takes you on a fascinating journey – one that leads you back to the origins of business, to her unique Japanese heritage, and to the real reason why you are in business.

BETTER BUSINESS, BETTER LIFE, BETTER WORLD: THE MOVEMENT

If you could give your grandchildren one piece of advice about business, life, and the world, what would it be? In this unique book, B1G1 authors reveal their meaningful and life-changing answers. It's a must-read.

MASAMI'S ACHIEVEMENTS

- Sustainable Business Awards: 'Special Recognition - the SDGs' (2019) and 'SME Category' (2017)
- Nominated for the 2017 Inspired Leadership Award by The Performance Theatre
- Delivered speeches and presentations at various international and regional conferences (e.g. Arup Group Leadership Conference, Campus Party, Social Good Summit, Green is The New Black Conference, Mass Participation Asia Conferences, Business for Good Conferences, Habitat for Humanity Asia Pacific Conference, TEDx Conferences etc.)
- Authored 3 books: "GIVING BUSINESS – Creating the Maximum Impact in a Meaning-Driven World" (2016) "ONE – Sharing the joy of giving" (2009) "JOY – The Gift of Acceptance Trust and Love" (2007)
- Curated and co-authored 3 other books: "LEGAGY – the Sustainable Development Goals in Action" (2019) "Better Business Better Life Better World – The Movement" (2018) "Better Business Better Life Better World" (2016) with two of these books attaining the International Bestseller status
- Received one of top 5 awards by Grameen Creative Lab's Boot Camp in 2012

B1G1 MILESTONES

- [B1G1 Story and Impacts](#)
- [200 millions impacts](#)
- [Milestones](#)

EXAMPLES OF CAUSES WE WORK WITH

- [Blue Dragon Children Organisation](#)
- [E-learning in Rural India](#)

EXAMPLES OF BUSINESSES WE WORK WITH

- [Chiroworks - Chiropractor in Singapore](#)
- [Ocaquatics - Swimschool in the United States](#)
- [Coe & Coe - Coffeeshop in Australia](#)