

JAMES D. SANDERS

PROFESSIONAL SPEAKER • LEADERSHIP DEVELOPMENT STRATEGIST • AUTHOR OF SHOULDERING THE LOAD

James D. Sanders brings the precision of a leadership strategist and the honesty of a memoirist to every stage — helping teams move from holding a title to actually being followed.

ABOUT JAMES

James D. Sanders is a speaker, author, and leadership development strategist who helps audiences turn personal story into purposeful direction. Drawing on his memoir, *Shouldering the Load*, and his own Effective Leadership coaching framework, he speaks on Healing, Identity, and Legacy — guiding listeners through the same why-driven approach to leadership he has built and taught throughout his career.

James's authority on leadership was forged well before any title. He rose from a front-line sales associate to Store General Manager over an eight-year span, eventually leading a team of nine and taking full ownership of a multi-million-dollar operation — work recognized district-wide when he was named an Area Training Partner for developing future managers. Today, as Web Strategist and Digital Communications Lead at Chandler Unified School District, he leads district-wide WCAG 2.1 AA accessibility initiatives, briefs executive leadership, and trains teams on inclusive practice — experience that informs his ability to connect with diverse audiences and translate complex ideas into clear, actionable takeaways. He also runs Created By James, LLC, and is a professional fine artist.



CREDENTIALS

- Proven business leadership — rescued and rebuilt underperforming company locations
- Web Strategist & Digital Comms Lead, CUSD
- Leads WCAG 2.1 AA compliance district-wide
- Founder, Created By James, LLC
- Author & fine artist

BOOK & SPEAK

jamesdsanders.com

contact@jamesdsanders.com
Chandler, Arizona

SPEAKING TOPICS

Leading from Why: The Effective Leadership Framework

Corporate · Leadership Development · Team Offsites

Built from James's own Effective Leadership coaching curriculum, this talk moves leaders through discovering their own why, understanding what drives their people, and aligning both into direction a team will actually follow.

- A practical framework for turning a title into real, followed leadership
- How to align individual purpose with team direction without losing authenticity

Culture Costs More Than Compensation

Corporate · HR & People Leaders · Retention & Culture Events

Drawing on research showing a toxic work environment predicts voluntary turnover roughly ten times more powerfully than pay, paired with James's own decision to turn down a raise rather than stay silent about a values shift, this talk makes the business case for culture over compensation.

- The “10x rule” and the five cultural attributes proven to drive voluntary turnover
- A framework for auditing your team's culture before compensation becomes the excuse

Prove It

Corporate · All-Hands & Kickoffs · General Leadership Keynote

Built around a real, high-stakes story of stepping off an important call to physically stand between his team and an aggressive customer, this keynote explores why words carry little weight without demonstrated risk.

- Why teams learn what a leader stands for by watching, not listening
- A direct challenge to close the gap between what leaders say and what they've actually shown

Designing for Everyone: Lessons from Leading Accessibility at Scale

Corporate · EdTech · Government · Nonprofit

Drawing on his work leading WCAG 2.1 AA compliance across a major school district, James makes the case that accessibility is a design philosophy — not a checkbox — that improves outcomes for everyone.

- A realistic roadmap from “compliant on paper” to genuinely accessible
- How to brief executive leadership on accessibility in terms that earn investment

Now booking for 2026–2027 · Keynote, workshop, or panel — virtual or in-person · Contact for rate