



# Fred 2.0: New Ideas on How to Keep Delivering Extraordinary Results

*Mark Sanborn*

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## **Fred 2.0: New Ideas on How to Keep Delivering Extraordinary Results** Mark Sanborn

Nine years ago, bestselling author and business consultant Mark Sanborn introduced the world to Fred, his postman, who delivered extraordinary service in simple but remarkable ways. Fred's story inspired millions. Companies--even, cities--were inspired to turn the ordinary into the extraordinary each day.

Today, with stiff competition from the networked global economy, delivering extraordinary results is more important than ever. With *Fred 2.0*, Mark not only revisits the original Fred to gain new insights, but also equips all of us with new strategies to achieve more. You'll not only be inspired by *Fred 2.0*, you'll also have the tools and strategies to aim higher and achieve the extraordinary.

## **Fred 2.0: New Ideas on How to Keep Delivering Extraordinary Results Details**

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Author : Mark Sanborn

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## From Reader Review Fred 2.0: New Ideas on How to Keep Delivering Extraordinary Results for online ebook

### Jo says

This was a very positive book. That pointed out the if you have a positive attitude, people will notice and when you that go the extra mile just because, it's infectious.

It didn't take Fred the mailman any effort to help make his customers feel important. He took the time to be caring and considerate- looking out for his customers. Making sure their mail was safe and dry, even packages that were delivered to his customers door, he would secure it so no one would steal it or think no one was home.

The book presented that there are many "Fred's" out there. People that genuinely care about the job they do and about people. They always did everything they did, no matter how small or big, with pride. They all took the time to care for people and their communities, which in turn affected other people and rubbed off on to others.

This is a very easy read and a feel good book.

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### Lindsay Boldon says

So I was asked to read this book for work, hopefully to learn something new and not because they think I am a terrible employee with a bad attitude who might need some help (happy place). Seriously though, while reading it, I was nodding my head, but I honestly didn't really learn anything new from it. It is just information that is nice to hear again to be reminded of, but not exactly life-changing (for me).

It would be a fantastic book for anyone who hasn't had to deal with clients/customers and doesn't have a particularly enthused disposition towards life. Like Eeyore, maybe. If Eeyore was working with clients ("Why, yes, Pooh-Bear, I would be more than happy to help you with you honey challenge!")

Even though I pretend to be a sarcastic cynical meanie-head, I actually believe in treating people with kindness and respect... and really enjoy helping people. I value learning, because I believe to be stagnant and not exercise your mind is the worst thing you can do to yourself - how can you grow as a person otherwise?

This book teaches you the value of going above and beyond your dealings with clients/customers and how it can profoundly impact both yourself and them. Your business will grow, revenue will be increased... and most importantly, you'll end the day with a smile on your face. Constant learning opportunities, having a positive attitude, doing little things for people - all great suggestions from this book.

Oh, and the author quotes Goethe, so for that alone I gave it an extra star.

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### Lianna says

There are two kinds of business reads...ones that give interesting new ideas to think about and ones that are too common sense, condescending, unrealistic or flavor of the week to take seriously.

Fred 2.0 is the latter kind. It's central message is that we should be like Haley Joel Osment and Kevin Spacey in that one movie. And though we'll soon find promotions showered on us by adoring co-workers remember that we're being so nice for unselfish, altruistic reasons, wink wink.

So sure, go ahead and be a Fred for a while. It'll give you something to do until the next fad business book comes out and tells you how to act.

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## **Rebecca Holland says**

Mark Sanborn: Fred 2.0 "New Ideas on How To Keep Delivering Extraordinary Results", Tyndale Publishing, ISBN 978-1-4143-6220-5:

Mark Sanborn wrote a special story almost 10 years about a man — an ordinary 'Fred' who performed wonderful customer service – and he was just a postman.

And Sanborn brings about a wonderful conclusion in Fred.20.

Fred's ethics and passion about his ordinary job, and his fair treatment of all, have made him a good example for the rest of us.

Sanborn inspires in his book all of us to remember, life is what we make of it, and that we should always "reach higher" and do more for others.

As Bertie Mae Garrett pointed out once, "Service is the rent we pay our Lord for the service we occupy."

Everyone should grab a copy of Sanborn's book.

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## **Catherine Gillespie says**

If you have already read The Fred Factor, I can't for the life of me think of a reason you'd need to read Fred 2.0: New Ideas on How to Keep Delivering Extraordinary Results. Subtitle notwithstanding, I didn't really glean any new ideas. In fact, although I liked the first book, this one didn't sit as well with me.

{Read my full review here}

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## **Pathway Midland says**

"Fred 2.0" book had great values in it that I believe everyone should attain. I was unaware that this was a sequel to the book "The Fred Factor". Knowing now that there is a prequel to Fred 2.0, I would suggest to anyone looking to build their leadership and servant-hood skills should read "The Fred Factor" first before picking "Fred 2.0" up. Without reading the first book, I found myself very lost throughout most of "Fred 2.0" since references to "The Fred Factor" are littered among each page. I was able to piece together the loose ends as I read on, but it made it a confusing read at that.

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## Michael Murphy says

Inspiring & thought provoking! What would this world be like if it were filled with "Fred's"?

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## Karla says

This book came as a very nice surprise!

It really teaches you important lessons on how you can do what you do in a better way.

That extra mile you go is priceless and people will notice and respond back.

This has taught me to be of service to others and add a personal touch or details into everything that I say or do.

Although I had just learned about it, I will surely be implementing them in my life and career.

This is a must read book for everyone working with the public or business owners!

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## Jary Welker says

Fred 2.0, like it's prequel, The Fred Factor, is a great read and packs a powerful message in it's 170+ pages. I read Fred 2.0 as part of The 12 Books Group, a great online, author driven book group. If you were not one of the fortunate ones to read The Fred Factor when it came out a number of years ago, I would strongly encourage anyone who wants to be better at what they do, NO MATTER WHAT IT IS, to get and read them both. Both Fred books can be summed up by a quote in the last few pages of Mark Sanborn's Fred 2.0. "Life isn't always easy. But some things in life are simple - like taking care of each other. The essence of the Fred principle is exactly that: individuals who choose to be of service to another." Being a Fred, in whatever you do, can be ever so simple and yet difficult at the same time if we don't pay attention. Thanks to Mark Sanborn, we have a road map that will guide us to that end if we desire. I say it is far better to be a 'Fred' than a 'Derf.' But you have to read Fred 2.0 to understand the distinction.

The original Fred Factor is the story of the author's mailman, Fred Shea, and how he took a very ordinary and routine job - delivering the mail - and performed it in an extraordinary way. Filled with examples of someone going far beyond the requirements of the job (or even life), the original Fred made a mark in a world of performance far too often unremarkable. Building on "The Four Basic Fred Principles" (Everyone makes a difference, it is all built on relationship, you can add value to everything, you can reinvent yourself continually) Fred 2.0 picks up where it left off and shares examples of people, organizations, and even government entities (not the typical Fred personified) taking and applying the Fred principles to make not just a difference in their work and life but even the world. The road map to a Fred-like life is found especially at the conclusion of most chapters where probing questions, action steps, challenges, and observations wrap up the section's main points and conclusions. If a reader is sincerely interested in making a change, and then making a difference, in what they do, the way to such change is clearly outlined here.

A fun read for sure, but more importantly, Fred 2.0 is a very instructional book on how we can make the mundane, exceptional and turn the commonplace into the outstanding.

## Chris says

Great little read, an expansion of his previous book (which I haven't read yet but will now!). Talks about how all of us need to be the next "Fred Shea" by living up to / believing in these four principles: 1) Everybody can make a difference; 2) It's all built on relationships; 3) Create value for others; 4) Reinvent yourself.

There are lots of little nuggets contained in this book, and it's an uplifting, encouraging read with good, practical advice on how to "open yourself up to a world of possibilities and a life of success." Sometimes, you just need to be inspired or reminded that the world is full of decent and "normal" people who are making a difference and changing the world, one person at a time. This book reminds you of that fact and is especially important, I think, during this current time of negative news and negative people all around us.

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## Casey Wheeler says

As a matter of disclosure I read this book as part of the 12 Books group with the expectation that I would write and post a review to several different sites. It has sparked a good deal of interesting posts on Goodreads and further examples of Fred like service.

This book by Mark Sanborn is a sequel to his earlier work – The Fred Factor. While it is helpful to read the Fred Factor first, Fred 2.0 does quite nicely as a stand-alone book as the author provides several highlights from the first book. It is a very quick read.

Fred 2.0 expands upon the four principles of the Fred Factor by providing numerous examples in each chapter. In case you haven't read The Fred Factor, the four principles are:

1. Everyone makes a difference.
2. It is all built on relationships.
3. You can add value to everything you do.
4. You can reinvent yourself continually.

The premise of Chapter One in the book is to not settle for normal, but to choose to be extraordinary. The benefits of being extraordinary are touted as it brings us delight, sets us apart, defends our position and determines our happiness and success. These benefits reinforce how I feel when I go beyond being normal. I always feel delighted and happy when I provide extraordinary service to someone(s).

Mark also points out that it always about service. It starts with commitment and evolves with passion and creativity. He also delves into developing teams, raising children and building communities using the Fred principles.

At the end of each chapter are a few questions for the reader to answer for themselves which helps to imprint the messages within the book. I found these to be helpful for myself in identifying how I can improve myself and my service delivery. In my mind, it comes down to attitude – a positive outlook will allow you to develop and progress much more than a complacent one.

This books ties in nicely with the prior month's selection – Start With Why by Simon Sinek. At the end of Chapter 2 Mark poses the question – Why do you do what you do?

I recommend this book for anyone looking to improve their individual, team or organization's level of service.

So, Why do you do what you do?

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### **Edward Beale says**

Lots of lists, bringing awareness of possibilities, tied to a couple service stories. It is good to see each chapter end with several self-reflection exercises. This is a fairly typical "leadership by best-seller" kind of book, where the author structures their experience around an exemplar performer, with not much research behind it - just "do what Fred does" to make your own customer service better. You don't need to have read the first book about Fred to gain some value, but reading them in order would probably help with context.

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### **Freddy Julianto says**

I get the book for free from bookbub. When I read the review for the original "The Fred Factor" book, I expected A LOT from this book which made me disappointed afterwards.

I like the idea of delivering something more for someone you meet, going through extra miles to help other people. And when I said help, I mean jump into the mud and get dirty when you don't have to to help other people.

But here's the thing, this book refer to the original Fred Factor too much and made us that haven't read the first book confused. I am lost throughout the book. I'll try to re-read it again IF by any chance I finish the original Fred Factor, but for now I don't have the slightest interest.

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### **Ken says**

This review was a part of my participation in the 12books group.

Fred 2.0 offers an inspiring perspective into raising personal and group engagement in work but falls short on offering how that engagement can be utilized toward advancing in one's career. Perhaps the message was implied that sustained engagement and organizational citizenship behavior in the workplace leads to successful career advancement (which it typically should) but it did not seem so with the specific examples used. Specifically, Fred is a person who consistently goes beyond the expectations of his work but doesn't seem to gain much recognition for his efforts, and he is uninterested in the attention, anyway. Although Fred served as a shining example of the author's points in personally gaining momentum in one's work, I don't think there was a clear enough distinction that those "Fred-like" behaviors can also spur advancement for those who may be more ambitiously inclined. Perhaps this was covered in the previous book.

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### **Jacob says**

In our book group last month we read "Fred 2.0" by Mark Sanborn which is a sequel of sorts to the best selling book "The Fred Factor." These books tell the story of Fred the Postman and use his story as an example of extraordinary service and results.

Fred 2.0 Fred the Postman, once the postman for the author in Denver Colorado, lives a life of service. Fred believes that its only the right thing to do to go the extra mile and take care of people under your stewardship. Mark's first book, "The Fred Factor" talked about the 4 Fredlike principles and sold over 2 million copies. This second book, "Fred 2.0" is like the graduate course and expands on what it means to truly be a Fred.

The book is full of great insights and reminders. Among those, one the biggest things that sticks out to me is the emphasis on living a life of service based on loving and feeling compassion for those around us. This paradigm sounds a little mushy on the surface and even more impossible in real application. The harsh truth is that we must first love people so that we can serve them and create value for them. Only then can we create lasting relationships and acquire wealth in all its forms.

I also loved the core idea that we need to raise Fred Jr. today. Mark gives some great examples of how we can teach our youth the Fred principles and the types of results we may expect from that effort. Another chapter that stuck with me is called "Renew Your Resolve." As much as any of us strive to provide great service and to serve those around us, we will on occasion find ourselves knocked down to the ground. Without the ability to renew and re-commit ourselves to the greater purpose that drives us we will ultimately lower our standards to mediocrity.

Lastly I might add that among my favorite things about these books is that they are not lengthy. In the authors words he told me, "You could buy the book in the Dallas airport and have it read before you land in New York." That is true and I appreciate an author who writes about big ideas in few words.

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