

T H E U N S T O P P A B L E



W MITCHELL CSP CPAE

International Keynote Speaker • Author • National and Community Leader • Triumphant Victor

### Healthcare Industry Keynote Programs

Not surprisingly, W Mitchell has a special place in his heart for healthcare professionals, and the medical industry. He understands challenge and change firsthand.

Two accidents within four years first left him burned and then paralyzed. But Mitchell's indomitable spirit and amazing courage was not bound by physical limitations; his story is one of moving on, taking action, embracing change and accepting responsibility. His life clearly illustrates his philosophy – that most limitation are self-imposed.

From founding chairman of Vermont Casting to election as the Mayor "who saved a mountain", Mitchell's message is of overcoming challenges – in the world of business, and in everyday living. Through sheer determination and tenacity, Mitchell has become an extremely

successful businessman, author and one of the world's top keynote speakers. For recreation he pilots a small plane, river rafts and sky dives.

People in the healing arts immediately bond with this icon. Warm, fun-loving and easy to work with, Mitchell entertains as he inspires and motivates. He opens minds with stories and anecdotes, as he speaks with passion about the human spirit, and tells his own, poignant story. From laughter to tears, he takes audiences on a journey of self-discovery – focusing on the positives of change, in order to overcome and prosper in the face of adversity. With humor, dignity, wisdom, and insight, he touches hearts, offers substance, and encourages administrators, doctors, nurses, technicians, leaders, and salespeople alike, to accept responsibility, overcome obstacles, and take action.



Why hire Mitchell? Because defeat is NOT an option!

VALUE: "More than worth the investment." Ongoing payback long after the ovation has ended because Mitchell changes attitudes.

OPPORTUNITY: Individuals gain new perspectives on adversity and change – personally and professionally.

EMOTIONS: Audiences laugh, cry, and connect with his inspiring message. Spirits soar and optimism is revived.

REACTIONS: "You came through with all we hoped for...and blew the ratings off the chart. We'll never forget you!"

RESULTS: Healthcare professionals leave with commitment and enthusiasm – knowing their work is important and worthwhile.

"Adversity introduces us to ourselves."

W Mitchell



W MITCHELL'S AUTOBIOGRAPHY "It's Not What Happens To You, It's What You Do About It"

A dramatic story of courage, determination and success.



Here we see Mitchell with his chauffeur in China.

"IT'S NOT WHAT HAPPENS TO YOU, IT'S WHAT YOU DO ABOUT IT!" W Mitchell

## PAST CLIENTS IN HEALTHCARE, PHARMACEUTICAL AND DENTAL

Allina Hospitals and Clinics  
American Academy of Cosmetic Dentistry  
American Assn. for Healthcare Engineering  
American Assn. of Critical Care Nurses  
American Assn. of Dental Practice Admin.  
American Healthcare Association  
American Physical Therapy Assn.  
Anninburg Center for Health Sciences  
Arkansas Hospital Association  
Association of Operating Room Nurses  
Association of Orthopedic Nurses  
Australian Pharmaceutical Industries  
Baxter Pharmaceuticals, Mexico  
Bexar County Hospital District  
Blue Cross Blue Shield / Blue Cross - WellPoint  
California Association of Hospitals  
Case Management Society of America  
CSC Healthcare Systems, Mexico  
Easter Seal Society, USA and Canada  
Eckerd Drug Stores  
Eisenhower Medical Center  
Environ International  
Excellence in Dentistry  
Georgia Hospital Association  
Hawaii Hospital Association  
Hawaii Medical Services Association  
HCR Manor Care  
Idaho Hospital Association  
IIR Exposition / Healthcare Facilities Expo  
Illinois Healthcare Association  
Int'l Fed. of Pharmaceutical Wholesalers  
Iowa Hospital Association  
Jewish Hospital Healthcare Services  
Kaiser Permanente  
Kaiser Permanente Nurse Leadership  
Kansas Foundation for Medical Care  
Kansas Healthcare Association  
Las Vegas Institute for Adv. Dental Studies  
Life Plus International  
Louisiana Hospital Association  
Massachusetts Hospital Association  
Medical Group Management Association  
Michigan Residential Care Association  
National Assn. of Healthcare Recruiting  
National Pharmacy Technicians  
New Mexico Hospital Association  
Oklahoma Healthcare Association  
Ortho-McNeil Pharmaceutical  
PANPHA  
Planetree, Inc.  
Queen's Medical Center  
Schering Labs  
Shoppers Drug Mart, Canada  
Shriner's Hospital  
South Dakota Hospital Association  
SunHealth Alliance  
Tennessee Hospital Association  
Texas Healthcare Association  
Texas Hospital Association  
The MED Group  
Virginia Hospital Association  
Visiting Nurses Assn. of American  
Washington State Hospital Association  
Zee Medical



*"Before I was paralyzed, there were 10,000 things I could do – now there are 9,000. I can either dwell on the 1,000 I've lost, or focus on the 9,000 I have left."*  
**W Mitchell**



## HEALTHCARE PROGRAMS

### CHANGE

*It's Not What Happens to You,  
It's What You Do About It*

### LEADERSHIP

*Leading With Courage*

### SUCCESS / MOTIVATION

*When Life Send You Challenges*



*Mitchell stops by for emergency tire repair while visiting China.*

*"The audience was deeply impressed by your story of triumph over tragedy. Although they don't know it, they were also impressed by the skill of a master speaker who knows an audience before he even meets them, then reads them perfectly so that even the silences have meaning."* **Illinois Health Care Association**

*"In the 'seminar business' we have to work with a lot of 'egos' and difficult people. Despite his considerable physical handicaps, Mitchell was one of the nicest people we've ever worked with."* **Excellence in Dentistry, Inc.**

*"Your words, and the content of your character had a profound impact on those in your presence...Many have referred to concepts or actual words you used, when seeking to find a new way of thinking about issues and realities. Long after your words are gone, the impact remains. I believe you many very well have a roll to play in the transformation of KP, if you would accept the assignments."* **Kaiser Permanente**

*"On a pragmatic note, I appreciate the fact that you make it so easy to work with you. Frankly, I just don't do business with speakers who expect to be treated like rock stars. You not only have a lot to say, your personal character and conduct underscores your message. It was a pleasure working with you."* **Texas Health Care Association**

*"Your talk really served to catalyze the conference. It reinforced the role and purpose of every healthcare professional and worker."* **The Queen's Medical Center**