

Jim Cathcart

Motivation Expert

Helping People Grow Since 1977



Increase Your Success Velocity™ By Selecting

Jim Cathcart, Strategic Thinker, Gifted Keynoter and Top 1% of The World's Most Award-Winning Professional Speakers

Top 50 Sales Influencers of
2014 & 2015

Sales & Marketing
Hall of Fame, 2012

Golden Gavel Award, 2001

Legends of Speaking, 2008

Top 5 Speakers on
Sales & Service, 2010-2014

TEDx video Top 1%
340,000+ views

Speaker Hall of Fame 1985

President of The National
Speakers Association, 1988

Let Jim Cathcart Inspire Your Audience

Build the confidence and skills to live the life you were designed to live.



A Message from a Trusted Friend

Every person and every organization has a “Success Velocity™”, some are very high and many are not. Your odds of success can be directly and intentionally increased by focusing on a few key areas. Let me show you how the best have done it. We all want to do better in some way. It may be more success, more sales, more money, more support, more fitness, more happiness, or more peace of mind.

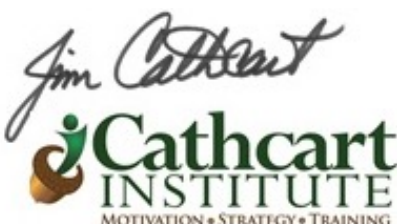
The nature of life is *advancement*. Let me show your team how to get it.

To improve one's performance you must first change their thinking about familiar topics like: business relationships, sales and marketing, or leadership and motivation. Then you focus on the vital patterns of performance that have the greatest impact.

I've been in the business of helping people grow their success since 1977. I can bring the *wisdom* that can only come from a generation of practicing, observing and studying what makes people grow and succeed.

I learned to succeed step-by-step over many years and now I have a world-wide following of protege's and clients who have also succeeded by following my guidance.

Join them and help your audience discover how much more *successful* they can be!



Office/Cell 805.777.3477



jim@cathcart.com

www.cathcart.com

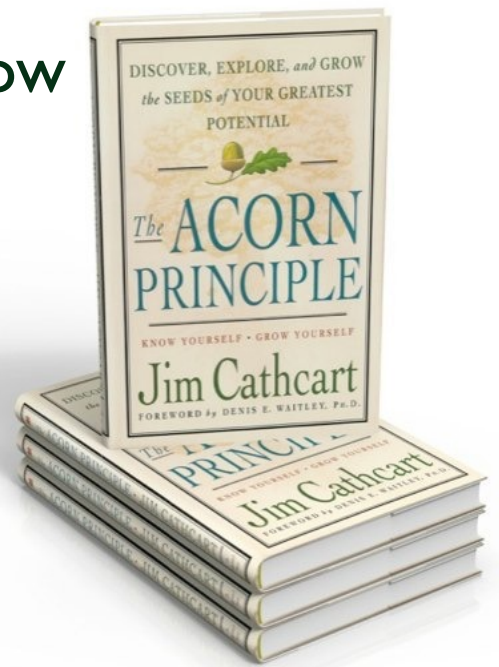
JIM'S KEYNOTE AND PRESENTATION TOPICS

The Acorn Principle™ Mentorship & Helping People Grow

Based on the newly revised international bestseller.

"The seed of your future successes already lives within you."

— *The Acorn Principle*,
Bestseller by Jim Cathcart



Purpose

- Generate **initiative** and build **self-reliance**.
- Show people how to grow themselves and their businesses by learning to find the natural strengths in situations and people.
- Empower them to help people grow.

What Audiences Learn

- How one hour a day in study can make you a leading expert in 5 years or less.
- The M.O. Grid:
Purpose + Readiness & Production = Fulfillment
- How to become a Thought Leader in your field.
- The eight vital elements of empowerment.
- How to isolate the traits that make you unique.
- How to align people into roles and relationships that bring out their best.
- How to determine “how” a person is smart.
- How to recognize your priority values.
- How to motivate people without over or under doing it.
- How to measure a person’s potential “velocity”.
- Ask yourself: How would the person I’d like to be do what I’m about to do?
- How to structure jobs to increase productivity.

- How to achieve “optimum” performance.
- Role agreements vs job descriptions.
- Three essentials for productive relationships.

Time Frames

- Speech: 45-60 minutes
- Seminar: up to 2 hours
- Workshop: up to 5 hours

Applications

For Leaders, Service Providers, Workers, Managers,
Owners & Sales Professionals

- Self Awareness: help people understand why they are as they are and how to motivate themselves to be their best
- All leadership begins with self leadership
- Mastering Change and Staying on Purpose
- Bringing out the Best in People



Leadership

Get people to *want* to do what is needed

The main challenge of leadership is not a skills challenge; it is a *motivation* challenge. Getting people to want to do what needs to be done. That is the main job of a leader.

Purpose

- Give people the confidence to press forward despite uncertainty or challenges.
- Show people how to take the lead and keep it.
- Empower them to lead themselves and to help others grow.

What Audiences Learn

- **Ground-Level Leadership**, getting things done
- How to leverage your connections into assets.
- How to rethink your business, your customers & yourself.
- The critical variables: What you know & what you contribute.
- The Mastery Grid:
Purpose & Contribution = Fulfillment.
- How to be a thought leader in your field.
- Rethinking the purpose of business
(To make life better for people).
- Rethinking the purpose of sales
(To build a profitable clientele).
- Rethinking the purpose of management
(To help people grow).
- Rethinking the purpose of great service
(To increase the satisfaction).
- How the way you think about work shows up in your output.



- Lead with your heart, but guide with your head.
- Know the motives behind the motivation.
- The importance of keeping people in the right frame of mind.
- How your nature & your nurture (experiences) determine your potential.
- Achieving Ph Balance: Profits High, and People Happy.

Time Frames

- Speech: 45-60 minutes
- Seminar: up to 2 hours
- Workshop: up to 5 hours

Applications

For Managers, Owners, Leaders & Sales Professionals

- Coping with Change & Challenge
- Self-Leadership
- New Strategies for a New Economy

JIM'S KEYNOTE AND PRESENTATION TOPICS

Relationship Intelligence® Turning Contacts Into Assets

"Wouldn't you rather get ALL the business instead of just one transaction? Relationships must be treated as Assets! A relationship without a sale is merely a social connection. A sale without a relationship is what one gets from a vending machine. Our clients deserve to have us as their partner in problem solving."

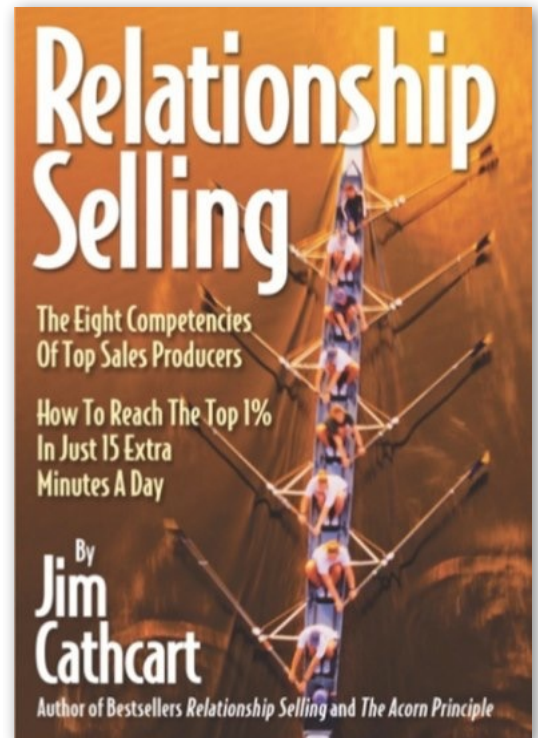
- Jim Cathcart,
Original Author of Relationship Selling

Purpose

- Change the way people think about selling.
- Teach them specific techniques in order to generate more sales with less resistance.
- Build their confidence and give them a clear direction for action.

What Audiences Learn

- How to get all the business, not just one transaction.
- The eight competencies of sales readiness.
- The subtle sales differences that produce major sales results.
- See the ways people will teach you how to sell to them.
- How to sell to buyers as they like to be sold to.
- The true difference between cash flow & profit.
- Rethinking the purpose of sales
(To build profitable business friendships).
- How to gain the edge over competition.
- How to sell naturally, without pressure.
- Studying needs and wants rather than just pitching product benefits.
- How to keep the sales pipeline full.



- Selling the idea not just the product.
- Targeted Curiosity: Learning what to wonder about.
- Advanced listening and questioning techniques.
- How to be a Partner, not a Persuader.

Time Frames

- Speech: 45-60 minutes
- Seminar: up to 2 hours
- Workshop: up to 5 hours

Applications

For Managers, Owners & Sales Professionals

- Knowing how to reach and sustain the top 1% of sales leadership.
- Generating new enthusiasm for the science of selling and marketing.
- Teaching non-sales professionals how to generate new business.
- Advancing the skills of already-successful top performers.

JIM'S KEYNOTE AND PRESENTATION TOPICS

UpServing™

The Grandma Factor for Building Lifetime Loyalty

“Customers experience the people, products and processes of dealing with you but what they remember most is how you made them feel.”

- Jim Cathcart

Purpose

- Change the way people look at their customers, their business and what they are paid to do.
- Get everyone to understand the importance of standards and systems in creating customer satisfaction.
- Get them to recognize the profit potential and fun that exists in exceptional service.

What Audiences Learn

- You must be loyal to your customers before you expect them to be loyal to you.
- The difference between Touch Points & Trust Points.
- Why some things must always be done right.
- How to get people to WANT to provide great service.
- UpServing vs. UpSelling.
- The importance of knowing how what you do makes life better for the recipients.
- The “Causation Chain” from Mindset to Actions to Habits to Reputation to Relationships to Opportunities & Outcomes.
- The “Grandma Factor” of keeping customers.
- The purpose of business: to make life better for people, profitably (so you can continue doing it.)
- How to convert average customers into great ones. (Where the leverage points are.)



- How to discover how your customers see your organization.
- How to identify both internal and external customers.
- How to bring life to your mission statement.
- The difference between Cash Flow and Profit.
- How to eliminate the “termites” of bad service.
- How to treat different customers differently yet as they want to be treated.
- The difference between Service thinking and Operations thinking.

Time Frames

- Speech: 45-60 minutes
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Applications

For Service Providers, Managers, Owners, Leaders & Sales Professionals

- Making managers aware of how to get employees to want to deliver genuine, enthusiastic service consistently.
- Reorienting employee thinking toward ongoing relationships with clients both internally and externally.
- Educating your leaders on how to manage and structure the organization for quality service at all levels.

Presentation Skills

Confident, World-Class Communication



Imagine getting Tiger Woods to be your golf coach or the Superbowl Winning Quarterback to teach you football.

Jim Cathcart is a Certified Speaking Professional, Speaker Hall of Fame inductee, Past President of the National Speakers Association, Winner of The Golden Gavel, The Cavett Award, The Legends of Speaking Award, The Lifetime Achievement Award and co-founder of The Professional Speaking Institute.

Sometimes, it is more valuable for Jim Cathcart to train your people to speak more effectively than it is for him to personally address your group!

Purpose

- Collaborate with you to design enterprise solutions to increase your communication skills.
- Large or small groups can be trained directly by Jim Cathcart in workshops and seminars.
- Private personal coaching tailored exactly to the needs of each individual.
- Speaking to: persuade, inform, motivate, educate, train, entertain, etc.
- ...and much more.

Time Frames

- Determined by the size and needs of each group.

What Audiences Learn

- Structuring your message
- Managing the speaking environment
- Telling Stories effectively
- Using humor
- Platform mastery and stage techniques
- Strategies for each different type of presentation
- Handling difficult audiences
- Customizing your message to the audience

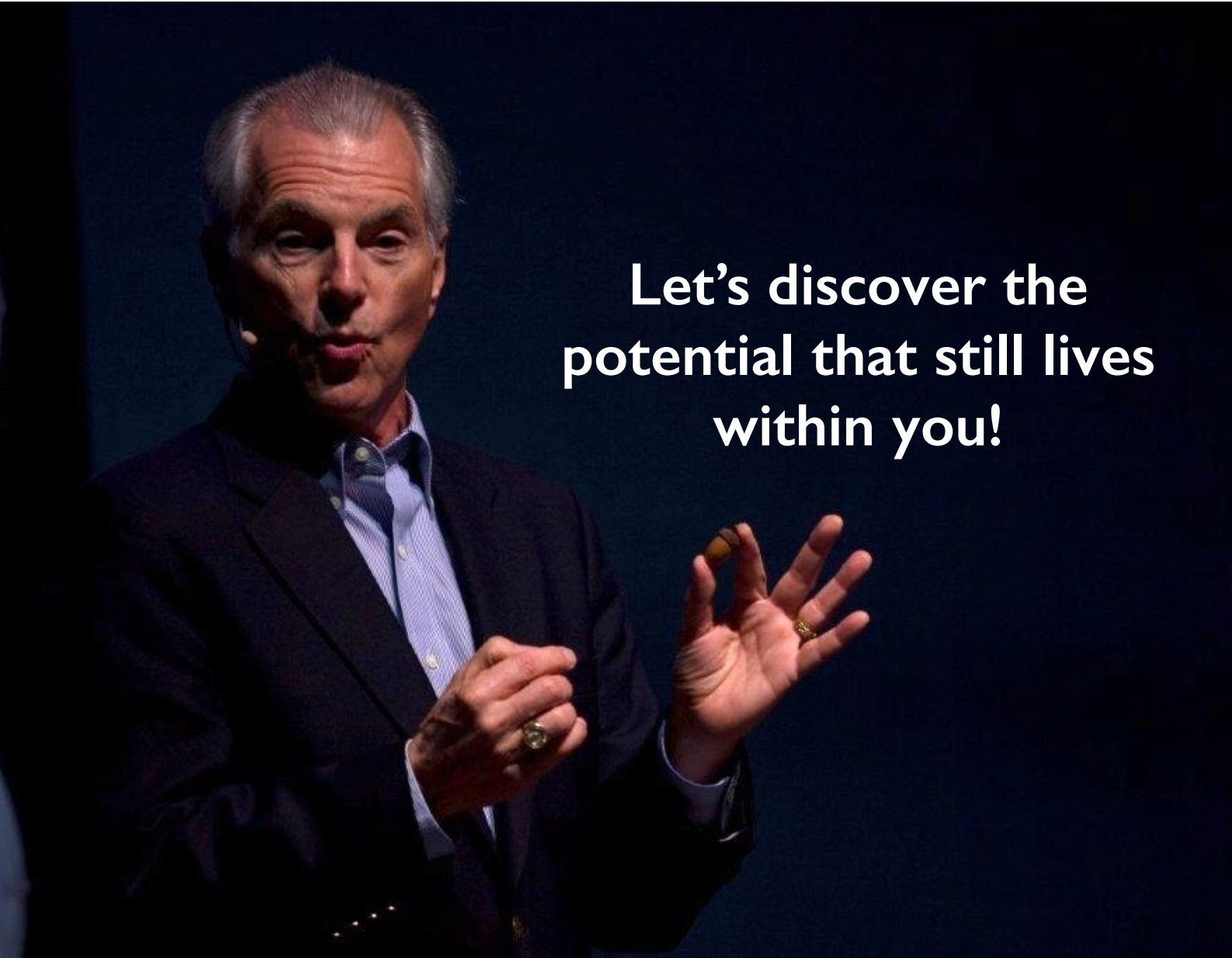
Applications

For Service Providers, Workers, Managers, Owners, Leaders & Sales Professionals

- The Message
- The Delivery
- The Audience
- The Setting
- The Process
- The Speaker

Tailored Presentations

Specific for Your Audience and Event Theme



Let's discover the
potential that still lives
within you!

With over 39 years of professional speaking around the world, and delivering more than 3,000 presentations to audiences in every state of the US, most provinces of Canada and countries from Scotland to Singapore, Jim has an outstanding ability to customize and deliver a message that entertains, inspires and transforms your audience and resonates with your event theme.

To book Jim as your speaker, hire him for private coaching or schedule him for an interview, contact us today.

Cathcart
INSTITUTE
MOTIVATION • STRATEGY • TRAINING

Office/Cell 805.777.3477



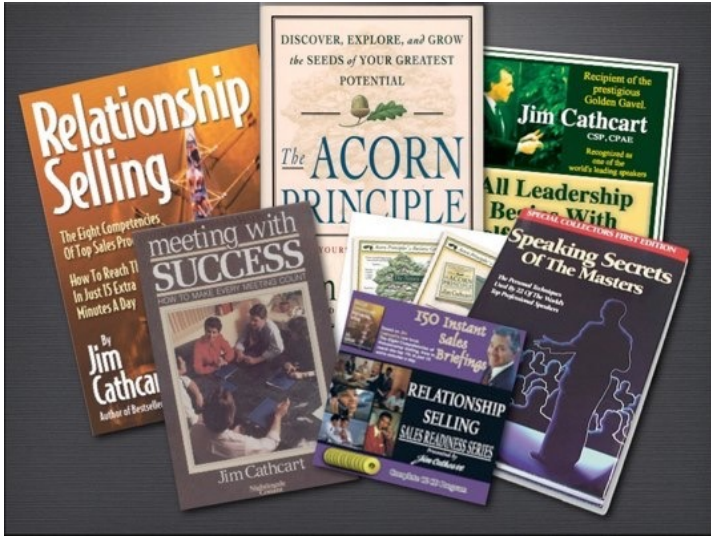
jim@cathcart.com



www.cathcart.com

Jim Cathcart

The Expert and The Friend



A business strategist, psychological researcher and philosopher at heart, Jim Cathcart is also a down to earth regular guy.

After hearing Earl Nightingale on the radio one day in 1972, Jim was inspired to change his life. While working as a government clerk in the Housing Authority he determined to learn psychology and master the process of self-improvement. Through years of fanatical dedication to this quest he learned new skills, became a certified trainer for a variety of programs, read stacks of books, attended countless seminars and volunteered thousands of hours to civic organizations. In this process he moved from clerk, to manager, to sales person, to leader, to trainer, to author and professional speaker.

Today he is listed in the professional Speaker Hall of Fame, is a recipient of the prestigious Golden Gavel Award (along with Earl Nightingale, Art Linkletter, Zig Ziglar and many others), has been the president of the National Speakers Association and received the Cavett Award for a lifetime of service. He has authored 16 books and scores of recorded programs. In 2014 & 2015 he was listed as one of The Top 50 Sales Influencers by Top Sales World magazine.

In 2008 he was inducted as one of the "Legends of the Speaking Profession." And in 2010, 2011, 2012, 2013 & 2014 he was selected as one of the Top 5 Sales & Customer Service Speakers by Speaking.com in an online survey of over 13,000 leaders. Now, he adds the Sales & Marketing Hall of Fame to his accolades!

In his personal time he plays Rock & Roll guitar in clubs, rides his motorcycle on the twistiest roads he can find and runs the trails of the mountains near his home at least twice each week. He's a proud parent and grandparent and an active civic leader. He serves as an advisor to the School of Management at California Lutheran University and High Point University.



"Thanks for being a real person, not a personality."

– Bombay Co.

"You really did blow me away. You were the rage of our conference. Not only was your style and warmth fantastic, but the quality of the knowledge and material you presented was absolutely incredible!"

– **Ken Blanchard**, author, *The One Minute Manager*

"I strongly recommend Jim Cathcart as a speaker of excellence. I know his work for his participation at Crestcom program "The Bullet Proof Manager" and his ideas and strategies certainly will help your business perform at its highest level."

– **Carlos Ramos**, VP, Crestcom Portugal

"Jim Cathcart is one of the sharpest and best-grounded speakers and consultants that I know. He has a special knack for helping others figure out how to succeed when they are facing challenges and uncertainty. His coining of "The Acorn Principle" is a landmark concept in the field of business and personal development."

– **George Morrissey**, Chairman, *The Morrissey Group*

"I have worked with hundreds of sales experts, authors and speakers during the past 26 years and have never come across someone like Jim Cathcart. When he speaks, you can hear a pin drop in the room. Why? Because his message comes from a rare universe that's filled with compelling stories, powerful analogies and infinite wisdom."

– **Gerhard Gschwandtner**, Owner,
Selling Power Magazine

"Simply, Jim Cathcart is a speaking legend and an unbelievably generous person!"

– **Mohamed Tohami**,
Egypt's #1 Motivation Expert

"Jim, you are the first professional speaker I have brought into this organization. Our distributors, from all over the U.S., Canada and a dozen foreign countries were absolutely delighted with your comments, observations and humor. The standing ovation they gave you at the end of your presentation is a clear statement of how they felt about you."

– **Brian Tracy**, author, *Maximum Achievement*

"Jim Cathcart is one of the finest speakers I have had the pleasure of knowing. He is the ONLY speaker I have recommended to replace me when during two family emergencies. His clients get a big bang for their buck as he can also sing and act as his own opening entertainment! Any association or corporation would not go wrong hiring Jim Cathcart for their meeting."

– **Patricia Fripp**, Past President,
National Speakers Association

"Jim, is a seasoned sales and business psychology expert. More than that, he carries a special gift. His oratory, story telling and business wisdom often captivates an entire audience. I watch them watch, write and listen while he speaks. Beyond motivation is inspiration and Jim continues to inspire..and educate his audiences....as he has me."

– **Art Hobba**, CEO, *Transcende*

Very seldom do I recommend someone without reservation -- as Vice Chairman of a company that owns nineteen businesses, I take this very seriously. However, that is EXACTLY the endorsement I would give Jim Cathcart. He's someone who makes a profound and positive difference."

– **Scott McKain**, President,
McKain Performance Group, Inc

Some of Jim's Clients



Jim's Impact on Every Industry

Financial Services, Banking & Insurance

Jim Cathcart comes from the financial services industry. He has worked in banking, securities and insurance. His first job after his marriage in 1970 was as a salesperson for IDS, selling mutual funds and insurance. Later on Jim became an agent and served as sales trainer for Massachusetts Mutual in Tulsa, Oklahoma (1977-1982). During the time he was with that agency they won the President's Trophy twice! Their sales grew from \$17 million per year to over \$100 million per year with no increase in the number of agents. This led to 30 other consulting/speaking assignments for Massachusetts Mutual agencies and their home office.

Technology and Information Services

Jim Cathcart has been addressing clients, system designers and users groups in the information and technology industry ever since IBM Selectrics were considered state-of-the-art. Today he is intensely active on-line, has created hours of online virtual training resources, conducts online conferences regularly, and has a powerful message about the human factors which effect both techies and non-techies alike.

Hotel/Hospitality & Meetings Industry

As a frequent speaker in the "Meetings Industry", Jim has been well known for some time among leaders in the Hospitality field. Jim's son is the Director of Human Resources for a 5 star hotel and has worked in this industry for more than a decade. This provides Jim (Sr.) with special insights into the challenging situations and a current understanding of issues that most speakers and consultants would not be aware of. For 9 years Jim was a sales & management trainer for the Fairmont family of hotels and resorts. He's spoken to most of the Meetings Industry associations throughout the country.

Healthcare & Medical

Healthcare professionals from every division of the medical profession have learned from Jim Cathcart. He has worked with both traditional and non-traditional providers at all levels. His presentations have been to practitioners, administrators, technicians, manufacturers, distributors, researchers and educators. In addition to the above, Jim Cathcart has personally worked in a hospital (St. Vincent's Infirmary, Little Rock, Arkansas) and served as a hospital corpsman and medic while in the Army National Guard. Jim understands the "care" in healthcare from the viewpoints of the personnel, the patient, the practitioner and the administrator.

Real estate and Related

Developers, sales associates, brokers, lenders and more have learned from Jim Cathcart since his sales rallies back in the late seventies. Today, Jim brings a compelling message of how to evolve in this challenging business culture and stay on top. His new research and exciting insights add depth as well as fun to every presentation. In addition to speaking for a wide variety of firms in the Real Estate industry, Jim Cathcart has personally worked in urban renewal, mortgage lending, sales consulting and has studied real estate law.

Music Industry

Jim is a professional musician too. In 2008 Jim Cathcart revived his musical energies by adding guitar and song to some of his keynotes and seminars. As a regular professional entertainer Jim performs both locally in California and recently played and sang in Juneau, Austin, Nashville, Santiago, Chile; Macau, China; Barcelona, Spain; Cabo San Lucas, Mexico and Toulouse, France. Jim's band is known as ReZoom The Boom! and his music website is: GuitarMusicLive.com.

JIM CATHCART, CSP, CPAE

SPEAKER - AUTHOR

HELPING PEOPLE GROW SINCE 1977



GOLDEN GAVEL AWARD 2001- THE CAVETT AWARD 1993
SPEAKER HALL OF FAME 1985- LEGENDS OF SPEAKING 2008
PRESIDENT OF THE NATIONAL SPEAKERS ASSOCIATION 1988-89

Social Media Links



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youtube.com/jimcathcart



[jimcathcart](https://twitter.com/jimcathcart)



<http://Cathcart.com>



info@Cathcart.com

Inspire Your Audience By Selecting

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Strategic Thinker, Gifted Keynoter and
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INSTITUTE
MOTIVATION • STRATEGY • TRAINING

Cathcart Institute, Inc., Executive Office,
117 Greenmeadow Drive, Thousand Oaks, CA
91320

phone (805) 777-3477
email: info@cathcart.com

ReZoom the Boom!

Jim Cathcart

(805) 777-3477

Music@Cathcart.com

www.GuitarMusicLive.com

As you can see, Jim Cathcart is a multi-faceted person; a speaker and a professional musician. He brings the energy of a professional entertainer and the expertise of a serious researcher to everything he does. Clients often combine Jim's music with his speaking. Call him today to discuss how your goals may be easier to reach than you ever imagined.