Inspire your people to Take The Lead
Jim Cathcart, Strategic Thinker, Gifted Keynoter and Top 1% of The World's Most Award-Winning Professional Speakers

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Grow People = Grow Results

When people grow, organizations grow. 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.

Mindset: To improve your performance you must first change your thinking about familiar topics like: business relationships, sales and marketing, or leadership and motivation. Then focus on the vital patterns of performance that will 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 proteges and clients who have also succeeded by following my guidance.

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

Jim Cathcart
Cathcart Institute

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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.
- Mindset: Rethinking the purpose of business (To make life better for people, profitably).
- Mindset: Rethinking the purpose of sales (To build a profitable clientele).
- Mindset: Rethinking the purpose of management (To help people be productive and grow).
- Mindset: 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.
- 336 ways to get people to do what is needed.
- Achieving Ph Balance: Profits High & People Happy.

**Time Frames**

- Speech: 20-60 minutes
- Seminar: up to 3 hours
- Workshop: up to 6 hours or 2 days

**Applications**

For Managers, Owners, Leaders & Sales Professionals

- Coping with Change & Challenge
- Self-Leadership
- New Strategies for a New Economy
Relationship Intelligence®
Turning Contacts Into Assets

“Increase your Sales IQ! 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 sales relationships.
- 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.
- How to turn “cold” calls into first calls.
- Learn to read 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 gross and net revenue.
- 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.
- Sell the idea not just the product.
- Targeted Curiosity: Learning what to wonder about.
- Advanced listening and questioning techniques.
- How to be a Partner, not just a Persuader.

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**Applications**

For Sales Managers, Owners & Sales Professionals

- Knowing how to reach and sustain the top 1% of sales leadership.
- Teaching non-sales professionals how to generate new business.
- Advancing the skills of already-successful top performers.
Presentation Skills
Confident, World-Class Power Communication

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.

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
- Speaking to: persuade, inform, motivate, educate, train, entertain, etc.
- Being Confident in presentations...and much more.

Time Frames

- Determined by the size and needs of each group.

Applications

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

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

Imagine getting the Super Bowl 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. TEDx Top 1% speaker.

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!
The Acorn Principle™  
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 business by learning to find the natural strengths in situations and people.

• Empower them to help people grow.

What Audiences Learn

• The M.O. Grid:  
  Purpose + Readiness & Production = Fulfillment

• How to become a 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 one hour a day in study can make you a leading expert in 5 years or less.

• How to achieve “optimum” performance.

• Role agreements vs job descriptions.

• Three essentials for productive relationships.

Time Frames

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• Workshop: up to 6 hours or 2 days

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 and others to be their best

• All leadership begins with self leadership

• Mastering Change and Staying on Purpose

• Bringing out the Best in People

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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 and others to be their best

• All leadership begins with self leadership

• Mastering Change and Staying on Purpose

• Bringing out the Best in People
Purpose

• Change the way people look at customers, and at 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.)

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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.

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

- Jim Cathcart
Tailored Presentations
Specific for Your Audience and Event Theme

With over 41 years of professional speaking around the world, and delivering more than 3,100 presentations to audiences in every state of the US, most provinces of Canada and countries from Scotland to China to Poland and Singapore, Jim has the 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.
Jim Cathcart
Motivation Expert and Business Friend
“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 Morrisey, Chairman, The Morrisey 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

“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 3,100 clients

usbank
Four Seasons Hotels and Resorts
Lincoln Investment
Coldwell Banker
AT&T
Pfizer
Sony
Siemens
Century 21
Ritz-Carlton
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 $200 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.

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.

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 online, has created hours of online virtual training resources, conducts online conferences each week, and has a powerful message about the human factors which effect both techies and non-techies alike.

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.**

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.

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 in Juneau, Austin, Nashville, Santiago, Chile; ShangHai & Macau, China; Barcelona, Spain; Cabo San Lucas, Mexico; Taipei, Taiwan and Toulouse, France. Jim’s band is known as ReZoom The Boom! and his music website is: [GuitarMusicLive.com](http://GuitarMusicLive.com).
Inspire Your Audience By Selecting

Jim Cathcart

Strategic Thinker, Gifted Keynoter and One of The World’s Most Award-Winning Professional Speakers
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.