

Jim Cathcart

Sales Motivation Expert, Speaking Coach, Singer/Songwriter, Bestselling Author, Sales & Marketing Hall of Fame Speaker

jim@cathcart.com

Summary

Motivational Expert, Entertainer & Author of 16 books including *The Acorn Principle* and *Relationship Selling*, both bestsellers.

Inducted into the Sales & Marketing Hall of Fame in 2012. One of only 26 ever inducted.

Voted TOP 5 Sales/Service Speakers 2010,2011,2012 & 2013.

Radio Host of "Everyday Intelligence with Jim Cathcart", Creator/Founder of MotivationTV. Member of the Advisory Boards of the Schools of Business at both Pepperdine University and California Lutheran University.

Inducted into the Professional Speaker Hall of Fame, CPAE.

Recipient of the Golden Gavel Award and The Cavett Award.

Past president of the National Speakers Association.

37 years of professional presentations to over 2,800 clients worldwide.

Inducted in 2008 as one of the "Legends of the Speaking Profession"

Presentation Strategy Coach and Personal Advisor to business leaders.

Host of The Sherwood Parlor discussion series.

Featured on TV shows DailySuccessStream.com with 80+ programs, and TSTN.com. Mr. Cathcart's show is "The Purpose of Selling" (12 episodes).

CSP: certified speaking professional.

Founder of The 101 Leaders Alliance.

Community Leader and former board member for the Boys & Girls Clubs.

Conejo Valley Speech Coach, Toastmasters speech coach, Thousand Oaks speech coach, Los Angeles speech coach, Ventura county speech coach, San Diego speech coach, Orange county speech coach. Leadership training Los Angeles and Ventura counties. Sales Training Los Angeles and Ventura counties.

Specialties: Motivational Expert, World leader among professional speakers. Specialist in "Relationship Intelligence®." Original Author of *Relationship Selling*, designer of training programs and sales training consultant. "Everyday Intelligence" radio host.

Author: *The Acorn Principle*, psychological researcher, world leading motivational speaker.

Speech coaching, executive advisor, sales & leadership motivation. Entertainer: guitar & singer (Classic Rock n Roll music, folk & country).

Skills & Expertise

Motivation

(Expert, 20+ years experience)

Sales Training

(Expert, 20+ years experience)

Leadership Training & Development

(Expert, 20+ years experience)

Public speaking

(Expert, 20+ years experience)

Guitarist & Singer

(Expert, 20+ years experience)

Executive Coaching

Speech Coaching

Group Presentations

Presentation Coaching

sales education

Employee Engagement

Leadership Development

Books

Singing

Coaching

Team Building

Mentoring

Personal Development

Organizational Development

Strategic Planning

Marketing Strategy

Sales Management

Management Consulting

Customer Service

Change Management

Team Leadership

Emotional Intelligence

Writing

Business Strategy

Entrepreneur

Social Media

New Business Development

Small Business

Customer Relations

Social Networking

Business Planning

Problem Solving

Event Planning

Online Marketing

Conferences

Event Management

Public Relations

Staff Development

Performance Management

Non-profits

Marketing Communications

Social Media Marketing

Negotiation

Public Speaking

Leadership

Certifications

Sales & Marketing Hall of Fame

Top Sales World License <http://topsalesworld.com/topsalesawards/> December 2012

Voted Top 5 Sales/Service Speakers for 2010, 2011, 2012 again for 2013

Mike Frick, www.Speaking.com License online survey of 13,000 people January 2013

CPAE, Speaker Hall of Fame

National Speakers Association License 1985

Certified Speaking Professional

National Speakers Association License 1981

Publications

Relationship Selling; the eight competencies of top sales producers

Advantage Quest 2002

Authors: Jim Cathcart, I'm the sole original author of this book.

Jim Cathcart is the original author of Relationship Selling; how to get and keep customers. This book is the completely rewritten and updated edition. It has been translated into multiple languages and is in use worldwide as a text for building profitable business relationships and growing your sales career. Cathcart is a hall of fame professional speaker & motivation expert.

The Acorn Principle

St. Martin's Press 1998

Authors: Jim Cathcart, I'm the sole original author of this book.

Self Awareness & Self Leadership. Know Yourself and Grow Yourself. This book is a self-guided tour of what makes you who you are. Learn to understand Values, Personal Velocity, Intellectual Bandwidth, Multiple Intellects, Behavioral Styles, Background Imprints and much more. #2 National Bestseller in ebook form. Published in multiple languages worldwide.

Confident Communication: Public Speaking & Leading Meetings

Cathcart Institute, Inc. 2009

Authors: Jim Cathcart, I'm the sole original author of this program.

Motivation Expert and Hall of Fame Professional Speaker Jim Cathcart shows how to become a confident and compelling speaker and leader of meetings. This series of DVDs and CDs can be used for personal or group training. Learn from the pro how to be the best speaker you can be.

Sales Effectiveness 360 Assessment

Cathcart Institute, Inc. 2003

Authors: Jim Cathcart

Dr. Tony Alessandra's online assessment center hosts this profile that I designed to complement my book Relationship Selling. This simple assessment will give you a clear reading of exactly which sales

competencies you need to work on next, and what to do. It only takes a few minutes to complete.

ConnectAbility

McGraw-Hill 2010

Authors: Jim Cathcart, David Ryback and David Nour

Motivation Expert Jim Cathcart coauthored this book with David Ryback (lead author) and David Nour. You'll learn Relationship Economics® from Nour, ConnectAbility from Ryback and Relationship Intelligence® from Cathcart.

Experience

Advisor to the School of Management, Board of Counselors at California Lutheran University

2004 - Present (9 years)

I serve as an adviser and supporter of the School of Management at Cal Lutheran. In this capacity I have conducted training programs for the students and the business community in cooperation with the school, and I've collaborated with Dean Charles Maxey on plans and strategies for the school. This also led to my involvement with the Ventura County Civic Alliance and the VC Community Foundation. They are the publishers of the State of the Region Report and I serve on their Advisory Committee.

Leadership Expert at 101 Leaders Alliance

2003 - Present (10 years)

Jim Cathcart created 101 Leaders Alliance to develop the leaders in the "101 Corridor" by marshalling all of the education/motivation resources available and showing existing and aspiring leaders the way to get more done more effectively through collaboration and cooperation on projects and causes that matter to both businesses and our communities.

1 recommendation available upon request

Discussion Leader, Long term Member at Sherwood Country Club

2001 - Present (12 years)

This country club is based in Thousand Oaks, California and is best known as the site of the annual Tiger Woods Target World Challenge golf tournament. As an active member Jim Cathcart hosts the Sherwood Parlor discussion salon series, conducts occasional training programs or summits at the club, and recently hosted the first Sherwood Unplugged guitar night.

Motivation Expert, Video Faculty at Crestcom

1995 - Present (18 years)

I'm proud to be part of the BulletProof Manager video series that is being taught worldwide. Crestcom has allowed me to reach people I'd never have connected with. They have translated these programs into dozens of languages from Polish to Farsi. An impressive training company indeed.

3 recommendations available upon request

Bestselling Author & Hall of Fame Professional Speaker at Cathcart.com

June 1977 - Present (35 years 10 months)

If your organization needs a shot in the arm or a kick in the pants...

Or if you would like to revive the commitment to grow your opportunities then give us a call.

We help people get re-engaged in their business or career. Our motto: "Resume The Boom!" refers to the economic boom. It means, "Let's get back to work on Growth and Achievement. Stop worrying about the economy and focus on making a difference where you are. Be the economic driver that you are capable of being."

Cathcart Institute, Inc. (dba Cathcart.com) creates training materials and conducts training in the fields of: Motivation, Leadership, Sales, Teamwork, Communication Skills, Presentations & Speaking, and Self Improvement. With 35+ years of experience and over 2,000 clients the depth and breadth of expertise is immense. Our motto is: Intelligent Motivation for a challenging world. Helping People Grow since 1977. Our website is filled with free video messages, articles, blog and much more.

Our primary "export" is Jim Cathcart, CSP, CPAE the motivational speaker and author. He speaks on Relationship Intelligence®, Relationship Selling, Professional Advancement, and Helping People Grow. His books The Acorn Principle and Relationship Selling have become bestsellers and are translated into many languages.

Contact us at <http://cathcart.com>.

77 recommendations available upon request

Professional Speaker, Past President & long term member at National Speakers Association

1976 - Present (37 years)

NSA is the professional society for experts who speak for pay. I've been a member since 1976 and served as National President in 1988-89. I've received The Cavett Award, CPAE Speaker Hall of Fame, Certified Speaking Professional CSP, Lifetime Achievement Award, President's Award for Distinguished Service, and the San Diego Chapter renamed its member of the year award "The Jim Cathcart Service Award." I created the professional competencies program for NSA and am still an active leader today.

1 recommendation available upon request

Entertainer, Singer & Guitarist at ReZoom The Boom!

1968 - Present (45 years)

Beginning long ago in Little Rock, Jim Cathcart has played Rock n Roll, Folk, Country and Popular music and entertained audiences around the world. Many times he'll incorporate a musical performance into the schedule when he's delivering a motivational speech at a conference. In the past few years he has performed for convention audiences in: Times Square NYC, Barcelona Spain, Nashville TN, Phoenix AZ, Macau China, Bogota' Colombia, Santiago Chile, Caracas Venezuela, Dallas TX, Little Rock AR, Thousand Oaks/Westlake Village CA, San Diego CA, and Ventura CA. His most requested numbers include the music of: John Denver, James Taylor, Glenn Campbell, Garth Brooks, Simon & Garfunkel, The Beatles, Mamas & Pappas, The Kinks, Elvis, Buddy Holly, Rolling Stones, and his own original songs.

Motivation Expert, Co-Host and on-air Expert at Everyday Intelligence Radio Show & Podcast

2010 - 2011 (1 year)

Motivation Expert Jim Cathcart has joined with radio personality Freeman Michaels to host this series on how to live and work more intelligently. Topics explored include: Business Smarts, Success Smarts, Street

Smarts, Metrics, Relationship Intelligence®, Sales Smarts and much more. This show is about Practical Intelligence for every day. Celebrity guests and national experts included often. Podcasts available free on the website and you can Tune in also on AM1400 KKZZ in Ventura, California.

Senior Adviser and Spokesperson at Synergy Street (Barter Trade Network)

May 2008 - August 2009 (1 year 4 months)

SynergyStreet.com is an online "social network" for Entrepreneurs and Businesses. Its purpose is to provide a community for Commerce, Community and Collaboration that will enhance business people's capacity to succeed.

We bring people the resources and forum in which they can connect with others for B2B commerce and to promote their own products and services to a wider audience. We also provide an ever-expanding knowledge base of fundamental business information for training, decision making and advanced marketing. Our community provides a high-trust, secure setting in which people can collaborate to help each other succeed. Our expressed purpose is to help people expand their own capacity to determine their own success. We succeed as we help you succeed.

Advisor, Graziadio School of Business and Management at Pepperdine University

2003 - 2009 (6 years)

Jim Cathcart served for 6 years on the Board of Visitors of Pepperdine's School of Business. The Graziadio School is one of the top schools of business in the world and is a vital part of the famous Pepperdine University based in Malibu, California.

Motivational Speaker, Partner at Cathcart, Alessandra & Associates, Inc.

1980 - 1985 (5 years)

A training and development company formed by Jim Cathcart and Tony Alessandra. Based in La Jolla, California, they produced training programs, seminars, speeches, videos and books in the area of human development for business. Their best selling products were Relationship Strategies, an audio program published by Nightingale Conant Corporation. This album sold over \$3 Million worth in its first two years. And they produced a video series published by the University of Southern California's Davidson Conference Center under the title: Improving Yourself. This series continued to generate abundant sales for over a decade.

In 1985 Dr. Alessandra and Mr. Cathcart reformatted their businesses into separate companies and today they still occasionally coauthor new books and training programs.

Both of them have become national leaders among professional speakers.

2 recommendations available upon request

Leadership Training Expert, Senior Program Manager at United States Junior Chamber of Commerce, National HQ

September 1975 - June 1977 (1 year 10 months)

The Jaycees in 1976-7 had 356,000 members in the US and more worldwide. I was in charge of Leadership Training and Individual Development programs. I wrote training manuals, gave speeches and seminars and trained others to do the same. My "team" was 5 volunteer State Chairmen in each of the 50 states. My subjects were: Leadership Training, Personal Development, Family Life Development, Speech Training and

Spiritual Development. Two of the programs I authored won international awards.
Communication Dynamics and Leadership Dynamics.

Honors and Awards

Sales & Marketing Hall of Fame

Top Sales World

December 2012

<http://topsalesworld.com/topsalesawards/>

Jim Cathcart was inducted into the Sales & Marketing Hall of Fame following his career-long championship of "Relationship Selling", the book he originally authored in the 1980s and has rewritten and published worldwide since then. This international bestseller has become a college textbook, corporate training program and even company motto for many since Jim first introduced it.

Courses

Business Administration

University of Central Arkansas

Psychology

James Sommerville

Independent Coursework

Marketing & Finance major

Education

University of Arkansas at Little Rock

Marketing, Finance, Real Estate Law, 1968 - 1971

Arkansas Military Academy

Promotion to 2nd Lieutenant, Military Leadership, 1969 - 1970

Grade: Graduation

Activities and Societies: This was Officers Candidate School for the US Army Reserve and National Guard.

University of Central Arkansas

Business Administration, 1964 - 1966

Honors and Awards

Sales & Marketing Hall of Fame inductee (2012)

Top 5 Sales/Service Speakers 2010, 2011 & 2012 (online surveys)

CPAE, Speaker Hall of Fame (1985)

CSP, certified speaking professional (1981)

President of National Speakers Association (1989)

The Cavett Award (1993)

The Golden Gavel Award (2001)

Legends of the Speaking Profession (2008)

Lifetime Achievement Award, Greater Los Angeles NSA (2003)

The Jim Cathcart Service Award, San Diego NSA (named in Jim's honor)

#2 National Bestselling E-book, the year 2000, The Acorn Principle

Interests

I'm interested in Motivation, Human Development, Business Strategies, Technology, Rock & Roll Guitar, Motorcycles, Hiking, Fitness, Leadership Development, Executive Development and Self Improvement

Jim Cathcart

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jim@cathcart.com



84 people have recommended Jim

"Having had the opportunity to work with many of the world's leading authors and subject matter experts over the past decade, I can truly say that Jim Cathcart is one of the most genuine, most inspiring, and most helpful people I have had the privilege and benefit of being associated with. We receive such incredible feedback about Jim's content on our site and I am so honored and proud to work with him, and more importantly know that I will continue to learn and grow because of him."

— **Michael Norton**, *Founder and CEO, CanDoGo.com*, was with another company when working with Jim at 101 Leaders Institute

"Jim is one of the video faculty at Crestcom and is featured in our June Bullet Proof Manager session "Increasing productivity through motivated people". Jim is a highly motivating presenter himself and his segments on the four modes of performance are always rated extremely highly by participants. Sample him on YouTube!"

— **jamie lord**, *Crestcom Australia, CEO & Executive Trainer, Crestcom International, JAMM (AUS) Pty Ltd*, was with another company when working with Jim at Crestcom

"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**, *Vice-President, Crestcom Portugal*, was with another company when working with Jim at Crestcom

"Jim Cathcart is a cutting-edge expert in the areas of human dynamics and business relationships. He is a leading speaker, author and TV personality that has worked and helped thousands. Couple of great books written by Jim are: The Acorn Principle and Relationship Selling. Thank you Jim for sharing your expertise with our clients through the Bullet Proof Manger program!"

— **Nalish Ladha**, was Jim's client

"Jim is a speaking professional in every sense of the term. I had the privilege of spending time with him when the Houston Chapter of the National Speakers Association invited Jim to present to our group. From the time I picked him up at the airport, he seemed on a mission to both connect with those he met, stoking the fire of

success in each one of us. Without reservation, I endorse Jim Cathcart as a professional who will deliver when called upon. I am proud to consider him a colleague in this great business of helping others succeed!"

— **Scott Cooksey**, *President [Houston Chapter], National Speakers Association*, was with another company when working with Jim at Cathcart.com

"I consider Jim to be one of the most elegant and humorous professional speakers in the business today. With a touch of gray, he is a combination of wise sage, senior statesman, and engaging entertainer...a powerful combination. I have sat in the audience for quite a number of his keynote presentations and he always delivers content, engagement, and an emotional boost...you cannot go wrong in selecting Jim to keynote your next meeting."

— **Ed Rigsbee**, *CSP, CAE, Member, National Speakers Association*, worked with Jim at Cathcart.com

"I've retained Jim on several occasions as he is very creative, highly competent, absolutely delightful to be around and the best in his business! I would definitely recommend him without reservations. His deep experience and knowledge is built on many years of assisting others accomplish their goals. You can't go wrong with Jim Cathcart on your team!!!"

— **Ritch K. Eich**, was Jim's client

"Whenever I am stuck in my career, the first question I ask myself is, what would Jim say? I have a little Jim sitting on my shoulders, guiding me through the rough patches. Jim has helped me pin down the real issues, develop a plan of attack and give me the confidence to move forward aggressively. He is the master!"

— **Helen Berman**, *President, Berman Media Sales Institute*, worked with Jim at Cathcart.com

"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*, worked with Jim at Cathcart.com

""Jim Cathcart is hands down the coach of coaches for presentation skills. Decades of public speaking experience in every imaginable venue and configuration, a wealth of practical references, great stories and infectious humor make Jim a one-stop-shop. His lively coaching sessions have been invaluable to me for both content development and building rapport by tailoring to a target audience - and they're always great fun in the process! An hour or two with Jim can save countless more, bringing clarity and professional polish for a presentation to be remembered!" Claudia Dunn, MA, OTR/L, IHC Director of Life Balance California Health & Longevity Institute"

— **Claudia Dunn**, *MA, OTR/L, IHC*, was Jim's client

"Jim has an amazing ability to quickly integrate learnings from both left and right side of the brain. It's

actually astonishing to watch his music come to life with his own "inner" voice, within a few short minutes. And that's to say nothing of his skill on the guitar and the sweet tone of his voice."

— **Claude Stein**, *Keynote Speaker, National Speakers Association*, worked directly with Jim at Cathcart.com

"Jim Cathcart is the REAL DEAL! Whether onstage or backstage, he's the same, genuine, class act ALL of the time. He's a stellar presenter with valuable insights for business...and for life!"

— **Ladonna Gatlin**, *Owner, LaDonna Gatlin, LLC*, was with another company when working with Jim at Cathcart.com

"Jim Cathcart is one of the most impressive people I've had the opportunity to work with. I assisted him at one of his superb presentations and it changed my life. Sounds like hype, but it's true. Among other things, our new friendship resulted in sharing authorship of a business book published by McGraw-Hill. Jim is able to craft a presentation so that, in addition to being entertaining and highly educational, it comes together with eloquent structure. All the elements of the talk are so well integrated that, at the end, the audience is often stunned by Jim's excellence on the platform. Most important, Jim is so generous with his talents and skills that anyone in his circle is destined to enjoy becoming more like him--expansive, transformative and fully life-loving."

— **David Ryback**, *Member, National Speakers Association*, worked directly with Jim at Cathcart.com

"Jim Cathcart is first and foremost a wonderful person. As an author, his content provides great value to his readers. His presentations are warm and sincere, information and inspiring and, best of all, enjoyable."

— **Tom Hopkins**, was Jim's client

"Where do I start with my friend, Jim?! He significantly enhanced my sales career as I became a student of "Relationship Selling", many years ago. I later got to know Jim well as we brought him in to address our membership. His Relationship Intelligence material hit home with me once again. I will always be a lifelong learner waiting for his next release! "It's not what you know, or who you know, but who knows you!" Jim Cathcart"

— **Scott Hutson**, was Jim's client

"I purchased Jim's DVD Relationship Selling. It is great. Jim taught me about the importance of Relationship Selling. His ideas have greatly improved both my personal and professional life. His story about his years as a Field Representative for GMAC really helped me in my last sales position. Jim's techniques helped me to collect on overdue bills from clients. As a result, I had the lowest amount of receivables in my company, allowing me to pocket my commissions on closed Sales while at the same time keeping my relationships with my customers intact. Jim has made my life a lot easier. Jim I thank you for all of your help. If you are serious about the field of Sales and relationship building, I suggest you hire Jim."

— **Dan Galante**, was Jim's client

"Over the years, I have hired many speakers, sales trainers, authors and motivational experts . . . and I am talking about some of the best in the business. However, after hiring Jim Cathcart for a speaking engagement at a seminar in Chicago in the spring of 1979 he became a frequent guest speaker at other seminars and conventions across the U.S., Canada and the Caribbean. I have seen long-term results from his inspirational and educational messages far beyond what I have witnessed from any of the others over the years. Jim indeed practices what he preaches. If you're looking for a man capable of teaching and entertaining your group there is, in my opinion, none better. PERIOD."

— **Gary Goranson**, was Jim's client

"Have encountered very few people who have the extraordinary ability, to the degree that Jim does,--- to build immediate rapport and genuinely cause others to feel Terrific about of themselves! Jim we have gained so much by reading your books and listening to you speak! -- You are such a Life-Enhancer!--Both through your message and the standard of excellence you set for yourself and others!"

— **Phil , R. Taylor**, *Founder, Goalachievers International Inc. www.goalachievers.org*, was with another company when working with Jim at Cathcart Institute, Inc.

"Jim is one of the most dynamic speakers I have ever met. But beyond his presentations he is one of the most dynamic practitioners of self improvement and life long learning I have met. He is a hard worker and likes to roll up his sleeves and get to work. Association with Jim has made me a better person both professionally and personally. I would recommend to everyone that they try to develop a relationship with Jim."

— **Jake Randall**, *Director of Business Development, iLearningGlobal.tv*, worked directly with Jim at iLearningGlobal.tv

"In my years as an active member of the National Speakers Association, I have had the honor and privilege of being in the audience, listening to Jim Cathcart speak many times. He is the epitome of what a speaker represents; Strong content, masterful presentation, and a voice to die for. I enthusiastically recommend Jim and his programs."

— **Joni Wilson**, *Voice Expert, Voice Trainer, Author, Professional Speaker, 3-Dimensional Voice Training System Inc*, worked directly with Jim at Cathcart Institute, Inc.

"Jim is a true visionary and intellectual powerhouse. His creativity coupled with his ingenuity, intuition, and fortitude allows for a tremendously enjoyable experience coupled with incredible value. Mr Cathcart's books have been a priceless tool for myself as well as my staff. Jim truly is a professional gem, and I consider myself blessed, and more successful because of his influence in my business."

— **Felice Dunas Ph.D.**, *CEO, Personal Health Innovations*, worked directly with Jim at Cathcart Institute, Inc.

"We've booked Jim for numerous events he always receives rave reviews from clients. Jim is one of my favorite speakers to recommend since I always know it's going to be a fun, outstanding experience. One of the best speakers I have worked with since I first started my bureau in 1994."

— **Michael Frick**, was Jim's client

"Jim Cathcart is an inspiring speaker and a fabulous speech coach. He encouraged me to add personal stories to my speeches and helped me craft them so they connect to what's important to the audience. Jim is generous with his time and ideas, sharing insights from his long and successful speaking career that will help me take my speaking to the next level."

— **Gilda Bonanno**, was Jim's client

"Jim is the consummate professional. He is responsive, creative, ethical, and possesses a wealth of business expertise. I've been fortunate to call on him for advice, or a simple sounding board for ideas, on many occasions. I had the opportunity to invite him to speak at the NSA-AZ chapter and from the time he accepted the invitation, to meeting PR deadlines, to his spot-on and inspiring keynote, Jim was fantastic to work with."

— **Stephanie Angelo, SPHR**, *President & Owner, Human Resource Essential, LLC*, worked directly with Jim at Cathcart Institute, Inc.

"Jim is an awesome speaker, business man and friend. The word "professional" really describes Jim in everything that he does. A life-long learner, he is progressive and really stays on top of changes in psychological research and in the marketplace. He has always inspired me to stretch and grow just like the seed in The Acorn Principle. I am blessed to have him in my life!"

— **Carolyn Brown**, *Owner, The Management Team, Inc.*, was a consultant or contractor to Jim at Cathcart Institute, Inc.

"Jim has been a guest on my radio show "The Mental Floss Network" much to the delight of my listeners! He gave my listeners tools they could use in a fun and powerful way. Jim has a complete understanding of how to bring world class content and deliver that content where it is clear that it is the student that is the top priority....that makes Jim one of those rare people that wins because his focus is on helping others win first! Thanks for making a difference Jim! (by the way....you should buy his books....they will help you win...)"

— **Andy Sherman**, *Nationally syndicated radio talk show host, The Mental Floss Network*, was with another company when working with Jim at Cathcart Institute, Inc.

"Jim Cathcart is an incredible motivator as a coach, mentor and friend. His knowledge and experience in the professional speaking and coaching industry is rarely matched. His accomplishments speak for themselves, and I was thrilled to have the opportunity to work along side such an outstanding individual. He taught me many things, and has continued to encourage me through his blogging, email newsletters and informative website. He has always remained available for direct communications even when he is traveling half-way around the world!"

— **Amber Sims Hinterplattner**, *Web Marketing Consultant, Project Manager, Cathcart Institute, Inc.*, was a consultant or contractor to Jim at Cathcart Institute, Inc.

"I have known jim for over 20 years. I have watched him succeed at many things at that time. always making his mark and providing a valuable contribution where ever he was. An accomplished speaker and moitivator Jim has the ideas and the presentation skills necessary to make a real difference for any audience."

— **Gerry Faust**, *President, Faust Management Corp*, worked with Jim at Cathcart Institute, Inc.

"I've had the great pleasure of working with Jim on community, non-profit boards where I've witnessed first-hand his dedication to the cause and his incredible ability to lead and organize people. He is a first-class speaker, businessman and, perhaps most importantly, a wonderful human being who enriches the lives of those around him."

— **Mike Schneider**, *President and CEO, Affinity Group, Inc.*, was with another company when working with Jim at Cathcart Institute, Inc.

"Jim is one of the most intuitive sales trainers I've had the pleasure of reading/watching. His approach to selling demands results and is a breath of fresh air. If you have salespeople... get them familiar with Jim Cathcart!"

— **Jason VanderPal**, *General Manager, Guitar Center Hollywood, Guitar Center*, was with another company when working with Jim at Cathcart Institute, Inc.

"Jim Cathcart is one of the top business and motivational speakers I have ever seen. He is brilliant, funny and his depth of knowledge and experience is amazing. He has a way of making his brilliance accessible to everyone. His style is genuine and sincere. It's no wonder so many top associations and corporations turn to Jim for leadership."

— **Doug Stevenson**, *Owner, Story Theater International*, was with another company when working with Jim at Cathcart Institute, Inc.

"In a world that drives us down towards a lowest common denominator weall need all the help we can get in manifesting the best in ourselves. Jim is a brilliant coach, speaker, and trainer. He helps awaken our vast and unused resources of intelligence. He guides his clients in a discovery and understanding of the boundless potential. Jim has a life long track record of success that helps others tackle their challenges with his keen observations. Jim is the embodiement of the intellectual capital that leads clients through a rapidly changing environment."

— **James Feldman**, *CITE, CPIM, CPT, MIP, Realtor®*, was Jim's client

"There are rare meetings in our lives, when we meet someone very special. When Jim and I met, I knew firstly that he had uniquely effective qualities that would take him to the peak of his profession, and secondly, I learned enough travelling with him across the our nation for several days, that I wanted to watch his very special qualities unfold, and at the same time make him a lifelong friend. Jim Cathcart is a remarkable man which you will discover when you meet him."

— **Ian Brown**, *Associate Broker/Sales Representative, Exit Realty Citadel*, worked directly with Jim at Cathcart Institute, Inc.

"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*, was with another company when working with Jim at Cathcart Institute, Inc.

"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*, worked with Jim at Cathcart Institute, Inc.

"If you want to watch a real life model of how a successful person should look like, then closely watch Jim Cathcart. His achievements, wisdom and knowledge position him to be one of the world's true success legends. Learn as much as you can from Jim, and I promise that you'll soon become the successful person you deserve to be."

— **Mohamed Tohami**, *Owner, Tohami.com*, was with another company when working with Jim at Cathcart Institute, Inc.

"Jim is the consummate professional. He has the ability to make presenting look natural, when in fact he has an amazing skill in speaking and connecting with people. However, what I enjoy about Jim is his mind. He is a deep thinker and has a studious mind. I recommend his work to anyone and if nothing else, he is worth getting to know."

— **Paul Bridle**, *Past President, IFFPS*, worked directly with Jim at Cathcart Institute, Inc.

"I've been familiar with Jim's material for years and had the opportunity to meet him face to face at the Training 2002 conference in Atlanta. Since that time, I have had the opportunity to work with him on several projects. I find Jim to be brilliant, caring and passionate in his desire to help people realize their potential."

— **Phil Peretz**, *Owner, CDDVD Now*, was a consultant or contractor to Jim at Cathcart Institute, Inc.

"I had the privilege of coaching Jim and his staff for two years, during which time Jim was reinventing himself. What I know about Jim now after several years have passed is that Jim is ALWAYS reinventing himself! His freshness is intentional. He is at the cutting edge of thought because he is unafraid of change and he invites feedback. Jim is a consummate learner. As I write this recommendation Jim is advancing the frontier of relationship intelligence. Now THAT is smart! I am proud to have him as a friend, and richer for having him in my life."

— **Pamela Stambaugh**, *President, Accountability Pays*, managed Jim at Cathcart Institute, Inc.

"Jim is an incredibly talented and successful professional speaker and author who motivates, inspires and

educates. His books, lectures and Acorn E-Mail are simply the best."

— **Richard "Tag" Hoefflin**, was Jim's client

"Jim was terrific as the keynote speaker to launch our customer service program. He got what we were trying to do right away, and integrated our unique corporate attributes into his presentation in a very endearing way. Made great contact with audience, and continues to be available informally. Great all around guy!"

— **Jules Fried**, was Jim's client

"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. But that's not all. Jim truly enjoys his time on earth to the fullest, he's developed his abilities to the fullest and he's one of the special few who can claim to live a life that's meaningful and fulfilling. He's risen to the highest level of his profession and today he doesn't care what the world thinks of him. What he cares most about is what he can give back to the world. It is a rare privilege to work with Jim. I recommend that you get to know Jim, and if you don't believe that Jim is everything I said he is, I will introduce you to two knockout Vegas showgirls. This offer expires 4/1/2045 Gerhard Gschwandtner"

— **Gerhard Gschwandtner**, *Owner, Selling Power Magazine*, was a consultant or contractor to Jim at Jim Cathcart Institute

"Jim Cathcart has always been at the top of my list of most admired people. He has the best grasp on how relationships equal business and personal success. He is a great speaker/trainer/consultant and author of "How to Create & Grow High-Value Relationships." And not to be one to be left behind in the technology dust, he is an active blogger as well as a heck of a singer and guitar player. Pam Lontos, President PR/PR Public Relations"

— **Pam Lontos**, *President, PR/PR -- Public Relations*, worked directly with Jim at Cathcart Institute, Inc.

"Over the years I have watched Jim Cathcart become one of the most respected speakers in the world. This is as it should be. He has inspired so many people with insights that enrich their lives and is a speaker who walks the talk. Jim's gentle manner and open sharing on and off the platform enhance the impact of his message. Whether you are privileged to be in one of his audiences or to be reading his books, his ideas can change your life. It is with my highest recommendation that everyone should seek an opportunity to be touched by Jim Cathcart. Ralph Archbold CSP. CPAE (Ben Franklin)"

— **Ralph Archbold**, *Owner, Ben Franklin*, worked with Jim at The Franklin Experience

"There is not a better speaker, a better author, or a finer human being than Jim Cathcart. Anyone who has ever read The Acorn Principle, experienced one of his riveting keynote speeches, or simply had a beer with Jim knows that you cannot help but become inspired and enlightened in his presence."

— **Eric Chester**, *Owner, Generation Why, Inc*, worked with Jim at Cathcart Institute, Inc.

"Jim is one of the most polished, dedicated and continually improving speakers in the entire business. His presentations not only deliver a WOW message but do it with the highest level flair possible. A true professional, an asset to any event, meeting or program."

— **Wendy Keller**, *Senior Literary Agent, Keller Media, Inc.*, managed Jim at Cathcart Institute, Inc.

"Jim Cathcart is one of my personal heroes in the world of professional speakers. His energy, enthusiasm, high-ethic and state-of-the-art presentation skills are legendary amongst those of us who are truly professional speakers. If you're considering doing business with Cathcart, stop procrastinating and write the check already."

— **Jim Ziegler, CSP, HSG-5000+**, *Professional Speaker, Ziegler Dynamics, inc.*, worked directly with Jim at Cathcart Institute, Inc.

"Jim Cathcart is one of the finest platform presenters in the world. His unique insights on performance helps individuals and organizations grow. I've been studying his books for over 20 years, and each one has had a positive impact on my life. If you want to see the world through the eyes of a brilliant thinker, study Jim Cathcart."

— **Steve Siebold**, *President, Gove-Siebold Group, Inc.*, worked with Jim at Cathcart Institute, Inc.

"Jim is a creative thinker, articulate communicator and disciplined/accomplished developer of material that changes the lives of those who are in his audiences. Values, ethics, world view and compassion for others complete an unbeatable package in any endeavor."

— **Naomi Rhode, CSP, CPAE Speaker Hall of Fame**, *Owner, SmartHealth*, worked directly with Jim at Cathcart Institute, Inc.

"Jim is one of those extraordinary people who is just a gift to humanity. His intellect is enormous, but his heart is even bigger. He is one of the best public speakers on the planet, and the message in his book, "The Acorn Principle," is of profound value to anyone who embraces it. I recommend Jim without reservation, and would JUMP at the opportunity to work with him again. --Orvel Ray Wilson, CSP"

— **Orvel Ray Wilson, CSP, Sr. Partner, The Guerrilla Group, inc.**, worked directly with Jim at Cathcart Institute, Inc.

"Where to begin about Jim? Let's start at the top and go UP! Professional and warm; Intelligent and practical; has it together and knows where he put it; accomplished and energetic-- Keep going? Sure! Mentor and generous; dynamic and clear; coach, trainer, writer, compelling speaker--with lots to say---and the experience and intelligence to say it beautifully. it is with joy that I recommend Jim Cathcart to you!"

— **Brad Johnson**, *CEO, Non-Profit*, worked directly with Jim at Cathcart Institute, Inc.

"Jim is one of the best thinkers I know. And he's one of those rare individuals that can take those thoughts and turn them into beautiful words. He's a gifted speaker. As President of the National Speakers Association in

2004-2005, Jim was my go to guy when I needed help thinking through an issue."

— **Scott Friedman - Motivational Speaker**, *NSA President, National Speakers Association*, worked directly with Jim at Cathcart Institute, Inc.

"I recently saw Jim speak at an NSA event in Tampa and found his session very insightful and practical. It greatly helped my business. In addition I was most impressed by his kindness and personal attention he provided to each of the attendees - he is truly a class act! Steve Gavatorta"

— **Steve Gavatorta**, *President, Steve Gavatorta Group, Inc.*, was with another company when working with Jim at Cathcart Institute, Inc.

"A few years ago, I had the privilege of collaborating with Jim on a worldwide Microsoft webinar. What a treat! His learning points from "The Acorn Principle" perfectly aligned with my messages to technology professionals and business owners. Jim's approachable style, coupled with his casual sense of humor, makes everyone stand up and listen. He was also easy to work with during the planning of the event. We had over 200 participants give us a "virtual" ovation. Be sure to contact Jim if you want to energize your teams and see better results in your organization. Lisa Nirell Chief Energy Officer www.energizegrowth.com"

— **Lisa Nirell**, *Chief Energy Officer, EnergizeGrowth LLC*, was with another company when working with Jim at Cathcart Institute, Inc.

"Jim Cathcart has one of the sharpest business minds of our generation. Unlike many "motivational" speakers, Jim truly understands business, leadership, selling and applied psychology. If you are looking to hire a gifted speaker or an effective consultant, I could not over-recommend Mr. Cathcart."

— **Scott Zimmerman**, *President, The Cyrano Group*, was with another company when working with Jim at Cathcart Institute, Inc.

"Quite simply, there is no one better as a speaker, coach or consultant than Jim Cathcart. Period. His insights are so profound, they often take time for the listener to comprehend the depth of their content. His uniqueness is the result of both his personal gifts and his professional commitment. 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. Hands down...without reservation...he's someone who makes a profound and positive difference...and would do so for you and your organization."

— **Scott McKain**, *President, McKain Performance Group, Inc.*, was with another company when working with Jim at Cathcart Institute, Inc.

"Jim Cathcart is an amazing person; a professional who is intelligent, compassionate, and perceptive. Jim's ability to think, analyze and figure out solutions is outstanding. He is by nature a practical visionary, who has his feet on the ground, and his heart in the future."

— **Peter M. Skaife**, was Jim's client

"My first connection with Jim Cathcart came in 1997 when I had the fortunate opportunity to interview him for a television series called "Inside the Global Mall." Of the dozens of industry leaders who appeared on that show, Jim was - far and away - the finest. His understanding of the human psyche gives him an edge that few others can claim. The essence of his "Relationship Selling" is now legendary. Jim's a captivating speaker, an outstanding leader, and an exceptional professional. Plus - he's a genuinely nice guy. If more people knew Jim... and understood what he understands... we'd all be better off."

— **Patrick Grady**, was Jim's client

"Jim Cathcart has been a colleague for at least 30 years, and a close friend for over 40 years. As a speaker/trainer/coach/partner, he has long since reached the level of role model for practically everyone in our line of work. Perhaps more importantly, he is still the same loyal friend he was when we were both bewildered freshmen in college."

— **Dan Clanton**, *Owner, Dan Clanton & Associates, Inc.*, was with another company when working with Jim at Cathcart Institute, Inc.

"I've known and worked with Jim Cathcart for over 20 years. He is a wonderful colleague and friend. His energy, enthusiasm and zest for life is contagious. Without reservation I recommend Jim as a speaker, writer, leader, coach and friend. He's a stand up kind of guy you need on your team."

— **Captain Charles Plumb**, *Speaker, www.CharliePlumb.com*, was with another company when working with Jim at Speakers Roundtable

"Jim Cathcart is a leader, coach and friend...someone who walks the walk in his personal and professional advice. When I need advice on a serious subject, Jim is someone I can turn to for an answer. Not only is he an astute businessman, but he also knows the value of personal relationships and integrity. Bottom line - Jim is someone you can trust to get the job done right."

— **Rob "Waldo" Waldman**, *Owner, Wingman Consulting*, worked directly with Jim at Cathcart Institute, Inc.

"I love old Jim. I brought him to South Australia in '88 to speak at a public seminar and he was a great hit. More than that he is a great bloke. I wish he lived down the road so we could be closer mates. The families have caught up for dinner, I've been to his home, we've shared trade secrets. He's the real deal. He's wise. He's cool. He's steady. He's OK."

— **Colin Pearce**, *Director, Colin Pearce & Associates Pty Ltd*, was with another company when working with Jim at Cathcart Institute, Inc.

"Jim is reliable, professional and delivers to CEO's, my clients, with excellent insights and connection to their concerns."

— **David Rohlander**, was Jim's client

"Jim has been an inspiration to me as I have been growing my training and speaking business. He doesn't just "talk the talk," he really "walks the walk." Well, "runs the run" is more like it. Jim is continually carving out new ground in his business. By watching what he does, I get new ideas on increasing my value to my customers. No one could ever "catch up" to Jim, as he doesn't stand still. My interactions with Jim always leave me feeling inspired and ready to charge ahead."

— **David Markovitz**, *President, GMP Training Systems, Inc.*, worked with Jim at Cathcart Institute, Inc.

"Jim is a cutting-edge thinker and business person and has been for decades. He is a proven leader and I recommend him highly!"

— **Chris Widener**, *Owner, Made for Success*, was with another company when working with Jim at Cathcart Institute, Inc.

"I've been learning from Jim Cathcart for a couple of decades now. I know him as an author, a speaker, a colleague and a sage advisor. Jim understands that learning is a natural human activity and in many ways and media, he finds ways to bring together important information and an understanding of the human condition and put it in a helpful package seasoned with a good story or two. He is simply one of the best there is in his business."

— **Wally Bock**, was Jim's client

"Jim has the great ability to conceptualize what needs to get done and present it in a format that gets others committed to taking the initiative to execute the tasks necessary. His style is approachable and engaging. He is a steward leader that realizes it takes a community to effectively transform a business. He is one who knows how to bring that community together by purposing them in the call to action and sustain a culture of change that makes leadership companies."

— **Thomas Winninger**, *Owner, Winninger Resource Company*, worked with Jim at Cathcart Institute, Inc.

"Jim Cathcart is the Gold Standard in the speaking and professional self development industry today. As an industry leader, speaker, mentor and coach he is the finest in the business. I have had the great pleasure of experiencing him as a speaker, a workshop leader, author and colleague and I turn to him when I want the very best mentoring and coaching for my business."

— **Dianne Legro**, was Jim's client

"Jim Cathcart is THE consummate professional. If you're looking for a keynote speaker, leadership trainer or life coach, you can't do any better than Jim. His knowledge, experience, wisdom, values and ethics are unsurpassed."

— **Dr. Tony Alessandra**, *Partner, Cathcart, Alessandra & Associates, Inc.*, worked directly with Jim at Cathcart Institute, Inc.

"Jim is extraordinary when it comes to delivering best for his clients and business partners. I came across few

good speakers and their web seminars however; Jim's web seminar was outstanding and brilliant. I'm honored for the opportunity to work with such a great speaker."

— **Ajay George**, *Account Lead, Regalix Inc*, was a consultant or contractor to Jim at Cathcart Institute, Inc.

"Jim Cathcart is a breed apart when it comes to speaking. Jim is one of the most popular faculty members on MasteryTV because his message is relevant, thought-provoking and delivered in a way that gets people to listen. Personally he's one of my top 5 favorite speakers in the world -- and I've heard over 2000 speakers in my 20 years in the industry."

— **Tom Wood**, was Jim's client

"I have known Jim for over 20 years. I book Jim on TV and radio and he is an amazing interview. I have seen Jim speak and he is incredible on stage. The audience listens to every word and goes wild. Jim has taught me how to be a better speaker. Check him out...you will be glad you did!"

— **Rick Frishman**, *Founder, Planned TV Arts*, was a consultant or contractor to Jim at Cathcart Institute, Inc.

"In my most important decisions, Jim is a key coach for me. He is a trusted friend and frequently called on advisor in my personal and business decisions. His judgement and view are remarkably well grounded. Recommend without reservation. Ty Boyd, CEO, Ty Boyd Executive Learning Systems. (www.tyboyd.com)"

— **Ty Boyd**, *Owner, Ty Boyd Executive Learning Systems*, worked directly with Jim at Cathcart Institute, Inc.

"Jim, I can not believe the amount of time, energy and dedication you put into our work together. How do you have time for other client when you give so much to each client? If I had you at my side every day for a decade, I would still be learning the lessons of the Acorn Principle. You really are the king of Relationships!!!"

— **Maurice Ramirez**, was Jim's client

"What makes Jim Cathcart different from any of the thousands of professional speakers and business authors in the marketplace today? The answer, for me, comes down to three things: (1) Jim is an original and deep thinker. Jim raises questions, provides insights, and challenges you to grow beyond the obvious to make you and your business truly distinctive. (2) Jim is the consummate professional. He has every award and certification available in the speaking profession. Now there are lots of people with awards and certifications, but Jim is that rare professional who continues to do all of the little things that earned him all the awards in the first place. (3) Jim has the ability to effectively operate at the strategic and tactical levels. There are those who do a great job at the strategic questions of what and why, but can't help you implement. And, there are those who can help you with skills, but have no clue if the competencies are being applied in the proper context to achieve a strategic goal. Jim is unique in his ability to do both, and that makes him a valuable resource for you and your organization. Randy Pennington Author, *Results Rule! Build a Culture that Blows the Competition Away*"

— **Randy Pennington**, *Owner, Pennington Performance Group*, was with another company when working with Jim at Cathcart Institute, Inc.

"Jim is a real giver. He is one of the best speakers in the industry and he doesn't hesitate to share what he knows with the younger guys who are just coming into the business. I have gotten great insight from Jim and really appreciate his frankness and support. Plus, Jim is a really nice guy!"

— **Joel Block**, *Owner, Growth-Logic, Inc.*, was with another company when working with Jim at Cathcart Institute, Inc.

"Jim Cathcart is an amazing man...and rare. He lives, teaches and mentors in alignment with his values and philosophy, generously sharing his journey, his expertise and experience. Every person I know who knows Jim speaks highly of his integrity as a colleague, speaker, consultant and businessman. I certainly echo their message!"

— **Rhoberta Shaler, PhD**, *CEO, Optimize! Institute & Spiritual Living Network*, was with another company when working with Jim at Cathcart Institute, Inc.

"Jim is just outstanding. I know of few better speakers or authors. And what is so impressive about Jim's work both on the stage and off is the depth and breadth of his knowledge on different management and leadership concepts. No one who works with him is ever disappointed. Bert Decker"

— **Bert Decker**, *Chairman, Decker Communications, Inc.*, was with another company when working with Jim at Cathcart Institute, Inc.

"Even sales trainers like myself have our own favorite authors and speakers whose audios and writings we refer to for inspiration and ideas. Jim is one of the top few whom I respect and admire and go to for his concentrated knowledge and insight. As a professional speaker I recommend to anyone, who desires to master this profession, to make Jim your mentor if you want to get there fast. You couldn't meet a more personable gentleman either. Anyone that utilizes his services or reads *Relationship Selling* or *The Acorn Principle* will discover superior satisfaction and find themselves achieving more than they had expected."

— **Rod LeGrande**, *CEO, Excellence Quest*, worked directly with Jim at Cathcart Institute, Inc.

"Jim is one of the best speakers on our planet and is a man for whom I have the highest regard."

— **Ian Berry CSP FAIM**, *National President, National Speakers Association of Australia*, worked directly with Jim at 101 Leaders Institute

"I was on a committee that engaged Jim to speak at a national conference hosted by the American Society of Pension Professionals and Actuaries (ASPPA). I had wanted to hear Jim speak for a long time as I had heard such great things, so I recommended that we bring him to our next conference. Jim did not fail to impress. He received glowing remarks both during and after the conference. If you are looking to hire someone to speak about building relationships that lead to sales - Jim is your man. Thanks for a great presentation!"

— **Jeff Burg**, was Jim's client

"Jim Cathcart is the consummate professional speaker, and a valued colleague as past presidents of the National Speakers Association. I am always inspired when I spend time with Jim, and I'm honored to call him a friend."

— **Stephen Tweed**, *CEO, Leading Home Care ... a Tweed Jeffries company*, was with another company when working with Jim at National Speakers Association

"Your work with Tony Alessandra is a masterpiece. In my 50+ years of business and professional relationships, no other teaching has been so phenomenal (reducing the complex to the simple & practical) as the work you and Tony collaborated on to the understanding of styles and the strategies of relationships. I recently read in *The Nature of Success* by Mac Anderson about you starting the "road to success" from your job at the Housing Authority in Little Rock AR and the fact that you credited Earl Nightingale's recordings as one of the influences which guided you. Many of us can credit Jim Cathcart for showing us the direction to personal improvement and effectiveness."

— **Gary Duke**, was Jim's client

"Jim Cathcart is a big thinker, a great speaker and a true business visionary. He spots market trends before others even know things are changing, and can deliver solid, meaningful content to any group - as a consultant, advisor, board member or speaker. I highly recommend Jim Cathcart."

— **Wendy Keller**, *Owner/Senior Literary Agent, Keller Media, Inc.*, was a consultant or contractor to Jim at Cathcart, Alessandra & Associates, Inc.

[Contact Jim on LinkedIn](#)