



## The HI-REV™ Mindset

Jim Cathcart, Strategic Mentor

Top 1% of The World's Most Award-Winning Speakers

Top 30 Sales Influencers  
(#7) 2022

Sales Hall of Fame &  
Speaker Hall of Fame

Executive MBA Professor  
Golden Gavel Award

Author of 24 Books &  
Certified Virtual Presenter

Top 30 Global Speakers  
2015-2022 (#19)

**TEDx** video Top 1%  
2.5 Million views

PBS TV Show Co-Host

Past President  
National Speakers Association



Let Jim Cathcart  
Inspire Your Audience

Build the confidence and  
skills to consistently perform  
at the level you were  
designed to achieve.

## The HI-REV Mindset

### Going Pro® in your chosen path

When you decide to become a professional, the rules and expectations change. No longer is good enough, good enough. 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. Your level of aspiration, your idea of “success” determines how far you will grow.

**Mindset:** To improve your level of achievement you must first change your thinking about familiar topics like: business relationships, sales, customer loyalty, 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 bring the **proven wisdom** that can only come from a generation of practicing, observing and studying what makes people grow and succeed.

Come with me and **let's discover how much more successful you can be!**



# The Going Pro® Experience

## Build Clarity, Confidence and Courage



When you decide to “Go Pro” in your field the requirements and expectations on you change dramatically.

Jim Cathcart is a pro at the very top of his profession and he did it the long way. Without connections, money, credentials or a success background he rose from entry level to the Top 1% among speakers and authors in the field of personal development. He can show you how to do the same in your field.

Going Pro® means becoming more committed to Becoming The Person Who Will Attract The Goals You Want.

Make Jim your Virtual VP. Have him as your Expert Guide, on tap to encourage and direct you as you: Find Out How Much MORE Successful You Could Be.

### **Purpose**

- Private personal coaching tailored exactly to the needs of each individual.
- To get you to the next levels of success in your field.
- Large or small groups can be trained directly by Jim Cathcart in workshops and seminars.

### **What Audiences Learn**

- How to choose your Success Level:
  - Competent, Excellent, Mastery, Leading Authority, Celebrity, Star or SuperStar
- Becoming more VIDA-H in all that you do:
  - Valuable, Intentional, Disciplined, Accountable and Honorable
- Selecting your One Thing to focus on for the next 5 years.

- Making your contacts Glad They Know You.
- Isolating and Improving What You Do Best.
- Defining your Passion & Purpose
- Creating & Deserving the Reputation you want
- Making Better Decisions
- Isolating The Book In You

### **Time Frames**

- Individual Coaching, Small Group 8-week Mentorship, and 3 day Mastermind Events

### **Applications**

For Executives, Managers, Owners, Leaders & Sales Professionals

- When you are ready to Transform your Life and Career, Going Pro® is the right path for you.

## JIM'S KEYNOTE AND PRESENTATION TOPICS

# HI-REV for Small Business

## A Faster Way To Profits



Entrepreneurs and Business Owners need to Think Like A Start Up, Lead Like A Pro! HI-REV is about Strategies, Systems and Practices that assure success despite market conditions. Based on the 2022 bestseller *HI-REV for Small Business* by Jim Cathcart and Dennis Madden.

### 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

- **Solving the Right Problems first**
- How to leverage your connections into assets.
- How to rethink your business, your customers & yourself.
- **Keeping Metrics that will tell you the truth.**
- How to understand your business trends.
- Mindset: Rethinking the purpose of business (To make life better for people, profitably).
- Assessing which of the "I I P's" you need next.
- **Focusing on what makes you win instead of on winning.**
- Listening to your customers differently.
- How the way you think about work shows up in your output.
- Lead people to become self-motivated.

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- Know the Why of what you do.
- The importance of keeping people in the right mindset.
- **How to craft Job Descriptions that work.**
- 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
- Growing Your Business
- New Strategies for a Challenging Economy

## JIM'S KEYNOTE AND PRESENTATION TOPICS

# High-Rev Leadership

## Get people to *want* to perform at their best

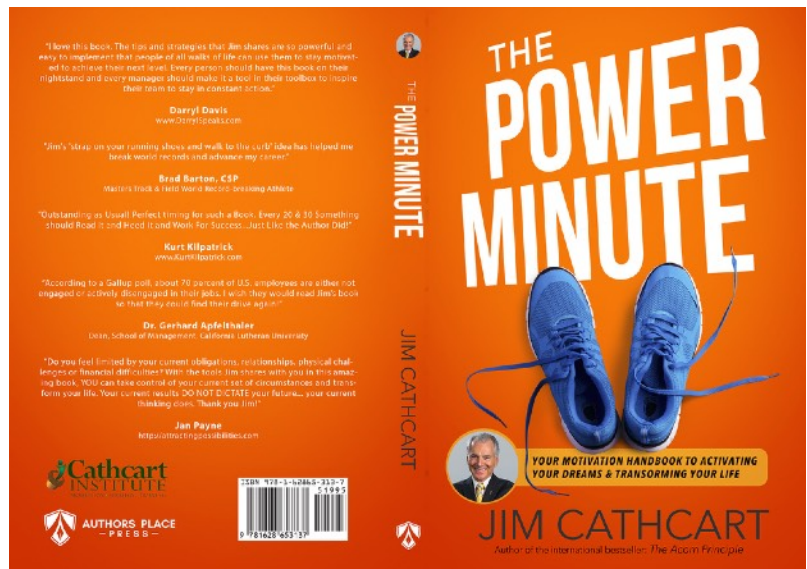
Think Like A Start Up, Lead Like A Pro! The main challenge of leadership is not a skills challenge; it is a **motivation** challenge. Getting people to want to do what needs to be done. That is the main job of a leader.

### Purpose

- Regain the energy and drive of a new entrepreneur! 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.
- 336 ways to get people to do what is needed.
- 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).
- Mindset: Rethinking the purpose of sales  
(To build a profitable clientele).
- Mindset: Rethinking the purpose of management  
(To help people 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.
- How your nature & your nurture (experiences) determine your potential.
- Achieving Ph Balance: Profits High, and 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

## JIM'S KEYNOTE AND PRESENTATION TOPICS

# Relationship Intelligence®

## Turning Contacts Into Assets

High-Rev Selling: *"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,

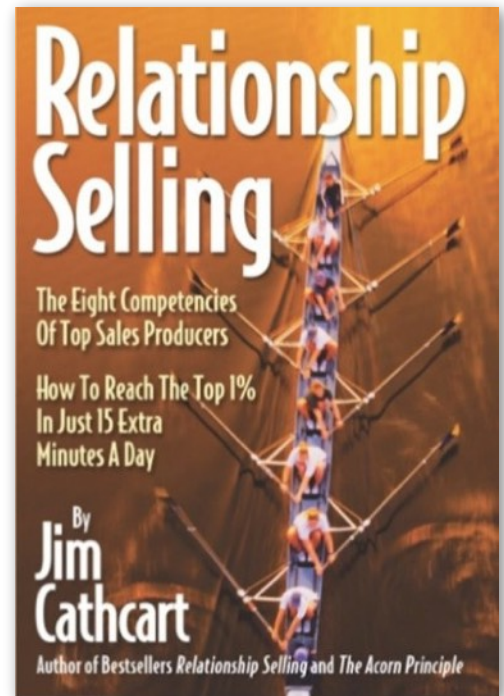
Original Author of Relationship Selling

### Purpose

- Remove people's fear of making commitments in an uncertain economy. 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.

### Time Frames

- Speech: 20-60 minutes
- Seminar: up to 3 hours
- Workshop: up to 6 hours or 2 days
- 12 week online course available

### 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 Communication



Imagine getting the Super Bowl Winning Quarterback to teach you football or the winner of The Voice® to teach you to sing.

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. Top 1% TEDx 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!

### **Purpose**

- Collaborate with you to design enterprise solutions for your communication skills needs.
- 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**

- Online Presentation Skills vs In Person
- 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.
- Build Confidence... and so much more.

### **Time Frames**

- Determined by the size and needs of each group. Online Academy and in-person optional.

### **Applications**

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

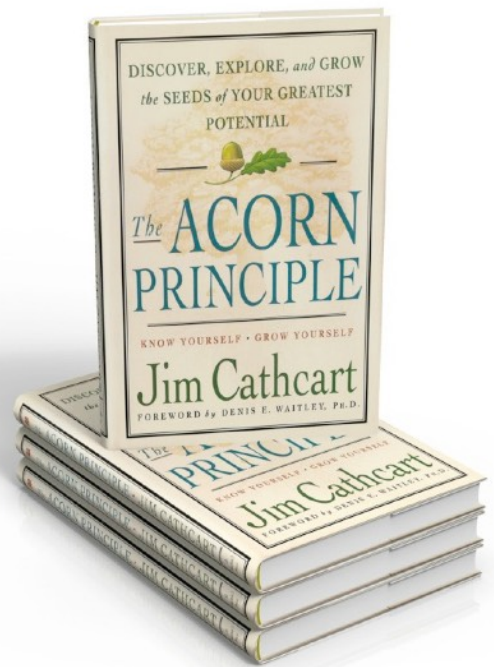
- The Message
- The Delivery
- The Audience
- The Setting
- The Process
- The Speaker

## JIM'S KEYNOTE AND PRESENTATION TOPICS

# The Acorn Principle™ Helping People Grow

*“The Seed of your future Success already lives within you.”*

*– The Acorn Principle,  
Bestseller by Jim Cathcart*



### Purpose

- Discover your greatest strengths. 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

- The Mastery Grid:  
Purpose & Contribution = 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 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

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

### Applications

For Mentors, Service Providers, Managers, Owners, Leaders & 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





## JIM'S KEYNOTE AND PRESENTATION TOPICS

# UpServing™

## The Simple Solution for Lifetime Customer 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: 20-60 minutes
- Seminar: up to 3 hours
- Workshop: up to 6 hours or 2 days

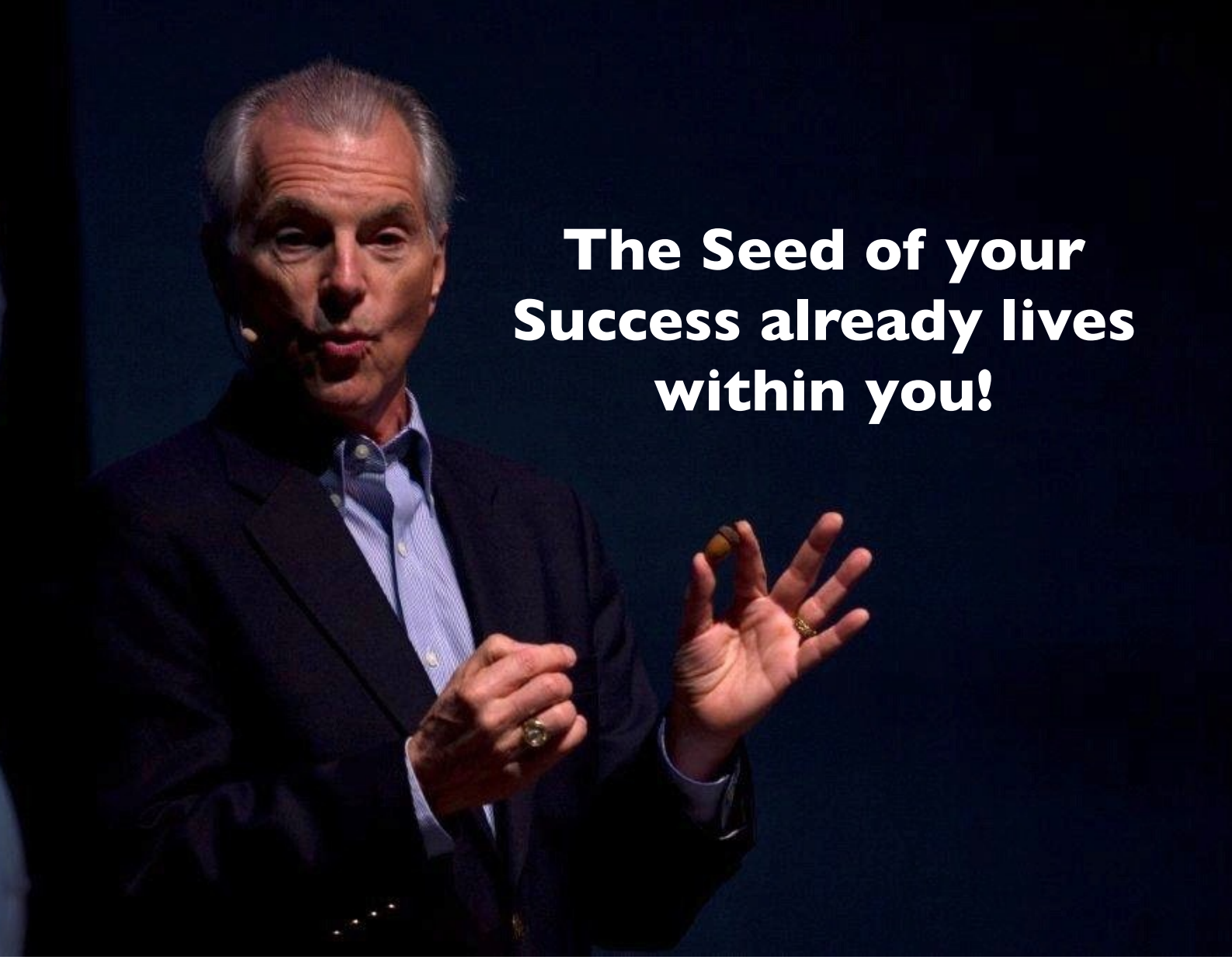
### Applications

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.

# Tailored Presentations

Specific for Your Audience and Event Theme



**The Seed of your  
Success already lives  
within you!**

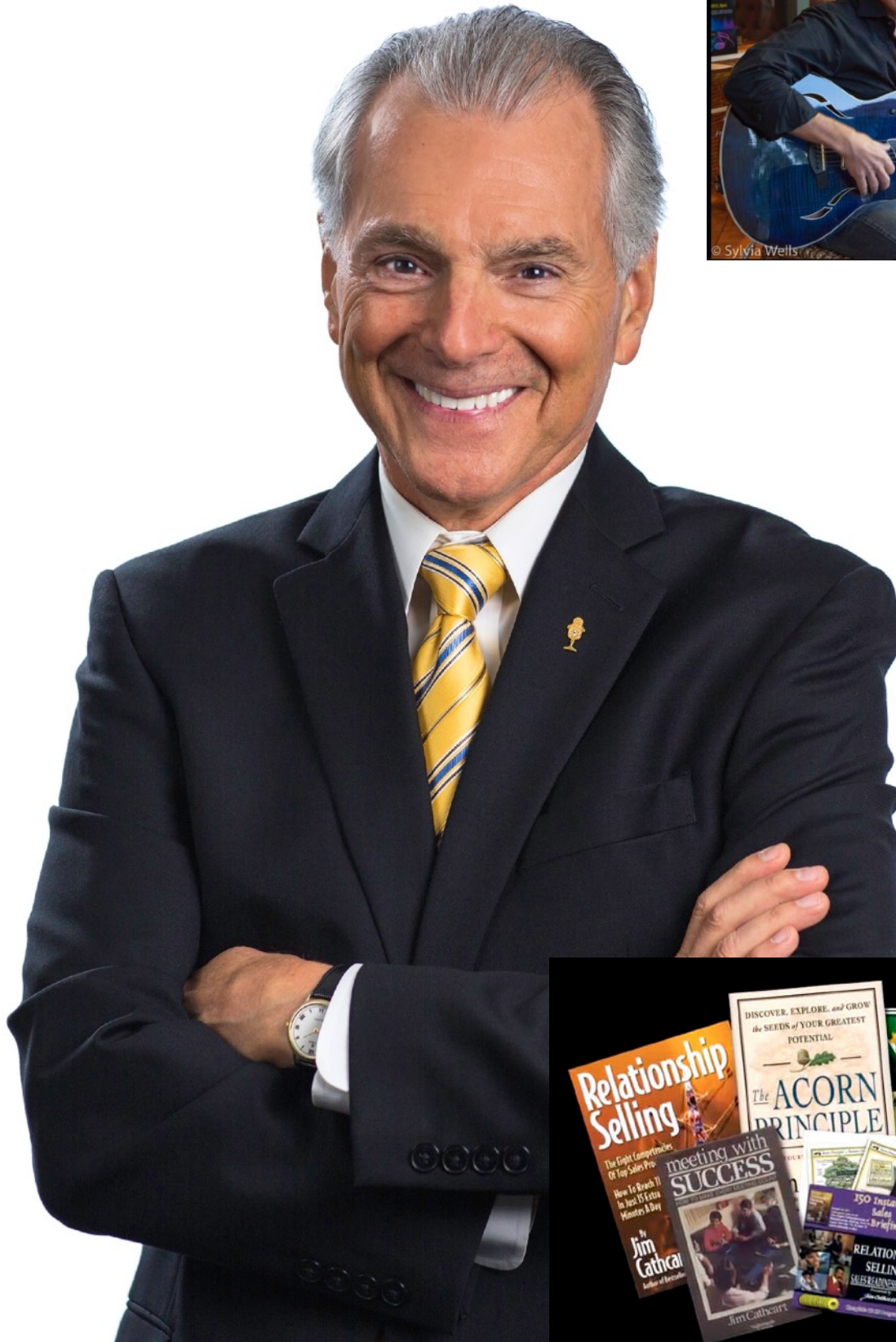
With over 45 years of professional speaking around the world, and delivering more than 3,300 presentations to audiences in every state of the US, most provinces of Canada and countries from Scotland to China to Poland, Dubai and Singapore, Jim has an outstanding ability to customize and deliver a message 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 your agent or speakers bureau today.



# Jim Cathcart

Entertainer, Educator, Business Leader



# "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 believably 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 3,300 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.** He has sold mutual funds and insurance. Became an agent and sales trainer for Massachusetts Mutual in Tulsa, Oklahoma. During his time with that agency they won the President's Trophy twice! Their sales grew from \$17 million per year to over \$231 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 many hours of virtual training resources, conducts webinars and virtual conferences each week, and has a powerful message about the human factors that affect both systems and technology.

## 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 Acting GM for a 5 star hotel** and has worked in this industry for more than two decades. 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 as well as Hotels, Cruise Lines, Airlines, Resorts, Event Companies and more.

## Healthcare & Medical

Healthcare professionals from every division of the medical profession have learned from Jim Cathcart. 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. 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.**

## Auto Industry

Most of the world's Auto Manufacturers have selected Jim Cathcart for keynote speeches and seminars for their Leaders Conferences, Dealer Meetings and Expos. He's contributed over 100 articles to **GEARS** magazine and he has worked with Shops, Suppliers, Associations and Manufacturers throughout the Auto Aftermarket. More than that, Jim is a "Car Guy", he loves cars, has sold cars and motorcycles and is a Life Member of the American Motorcyclist Association. Not a gear-head but a true enthusiast who loves this industry. He teaches owners and success seekers how to apply HI-REV strategies to everything they do. In 2022 Jim coauthored the book **HI-REV for Small Business** with auto industry icon Dennis Madden.

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



- Contact your Speakers Bureau for details and sample videos of Jim Cathcart

Inspire Your Audience By Selecting

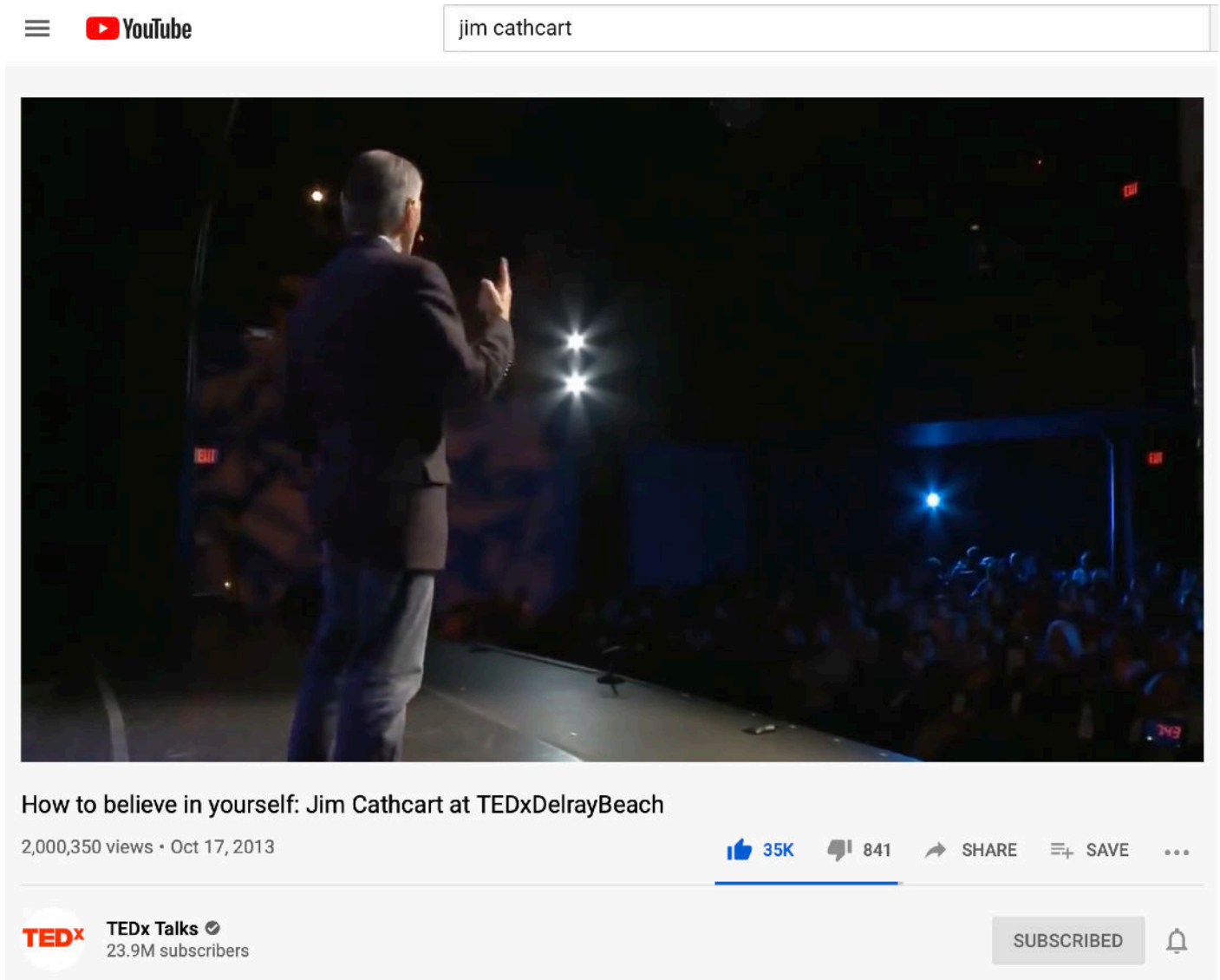
Jim Cathcart

Strategic Mentor,

One of The World's Most Award-Winning  
Professional Speakers



TOP 1% OF ALL TEDX VIDEOS IN THE FIRST 6 YEARS, 2.5 MILLION VIEWS



How to believe in yourself: Jim Cathcart at TEDxDelrayBeach

2,000,350 views • Oct 17, 2013

35K 841 SHARE SAVE

TEDx Talks 23.9M subscribers SUBSCRIBED

Jim's video is in the Top 1% worldwide out of over 150,000 TEDx videos.

As you can see, Jim Cathcart is a multi-faceted person. He brings the energy of a professional entertainer and the expertise of a serious researcher to everything he does.

Increase your Success Velocity: Call your agent today to discuss how your goals may be easier to reach than you ever imagined.



## Congratulations, Jim Cathcart

Your certification for eSpeakers' Virtual Presenter status is complete. You are hereby authorized to display the Certified Virtual Presenter logo on your website and other marketing materials. Instructions and artwork are here: [GET BADGES FOR WEBSITE AND PRINT »](#)

Your certification is valid until May 8, 2023.

