

## WELCOME TO JIMBEARDEN.com

Customized Keynote Presentations, Leadership Development Training Seminars and Sales Training Programs are the “tools” Jim Bearden, CSP, uses to facilitate performance enhancement.

With his upbeat, interactive delivery—laced with plenty of tasteful humor and relevant anecdotes—Jim brings his Leadership, Sales and Personal Development concepts to life for audience members. His aggressive, after-the-event follow-up process helps clients and their staff adapt and implement the concepts included in his Keynote Presentations, Leadership Development Training Seminars and Sales Training Programs.

Holder of the prestigious Certified Speaking Professional Designation from the National Speakers Association, Jim has been a professional speaker for 17 years. During that time he has conducted training and delivered presentations for corporate audiences, trade and professional associations and government agencies in the U.S., Canada and Mexico. Jim Bearden, CSP, is one of America’s most dynamic, captivating speakers and trainers; and with his aggressive follow-up process, he is also a powerful agent for change.

## Who Is Jim Bearden, CSP?

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Jim Bearden’s many rich life experiences form the basis for his anecdotes, his humor and his insights:

- >Decorated Viet Nam veteran, where he served as a Marine combat unit commander
- >Top Sales Producer and Sales Manager
- >Corporate Vice President (most recently 2001-2004)
- >Founder of his own successful business, Bearden Resource Group
- >Past President of the National Speakers Association Heart of Texas Chapter
- >Author of over 300 feature articles
- >Producer of a radio program, “The Competitive Edge”
- >AND, his most valuable learning experience, the father of 3 children

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## What do people say about Jim?

"Your keynote was, by far, the best-rated presentation in the 13-year history of the conference."  
*13th Annual Ohio Tax Conference, January, 2004*

"The positive feedback received was overwhelming. You really hit a home run with our conference attendees."  
*54th Annual SEATA Conference, July, 2004*

"Jim Bearden combines a great message with a great delivery. Outstanding presentation!"  
*COST Great Issues Conference, July, 2004*

"The leadership session was wonderful! My Escrow Branch Managers came away with a better understanding of the very complex position they hold - as did I. "Thank you for your words of wisdom and I feel confident that should I need further guidance beyond my superiors, you are just the person to contact."  
*Chicago Title, Leadership Session, August, 2004*

"Thank you so much for investing your time in our staff. This prompt follow up e-mail, right after the session, will really make an impact to the staff. I know there were people who wanted to get your advice, but didn't have time to ask. This forum will give them that opportunity. "I'm looking forward to our continued correspondence and look forward to seeing you at the next session!"  
*Fidelity National Title, Leadership Session, August, 2004*

"Thank you Jim. Your presentation was excellent. I heard nothing but positive feedback from the group and look forward to working with you in the future."  
*Fidelity National Title, Leadership Session, August, 2004*

"Thanks, Jim. I think these tip sheets are fantastic, and are clearly consistent with the overall message we are seeking to deliver. This substantiates and helps tremendously. Look forward to seeing you in October."  
*Wells Fargo, Southern California & Border Banking, June, 2004*

"Thank you very much Jim, for such useful and consistent follow through during the past several weeks. Our Service Managers are better managers because of you and we are now reaping the benefits of their improved leadership skills resulting in more engaged tellers, more sales and more customer referrals to bankers."  
*Wells Fargo, Southern California & Border Banking, June, 2004*

"Jim, I wanted to let you know about the overwhelmingly positive feedback we received about your presentation at our conference in Asheville. Some of the adjectives used by our attendees to describe your presentation were 'super', 'excellent', 'dynamic', 'entertaining', 'informative', and 'thought provoking', just to name a few. I whole heartily concur! "Thank you for taking time out of your busy schedule to be an integral part of our conference program. My only regret is that we didn't schedule more time for your presentation. I think the attendees would have given up their break to hear more!"  
*54th Annual SEATA Conference, July, 2004*

## What is a Certified Speaking Professional?

### What is a CSP?

The Certified Speaking Professional designation, established in 1980, is the speaking industry's international measure of professional platform skill. The CSP designation is conferred by the National Speakers Association (NSA) only on those speakers who have earned it by meeting strict qualifying criteria. The letters CSP following a speaker's name identify that speaker as a speaking professional with a proven track record for understanding and delivering value from the platform.

### Why Should You Hire a CSP?

Audience members will assess the success of your meetings based on the relevance of the topics addressed and the caliber and professionalism of the speakers who present them. Even the most relevant topics will go unnoticed if the speakers fail to connect with, and bring their messages to life for, audience members. Choosing a CSP is one way of maximizing the opportunity meetings provide for inspiring and instructing participants. CSP(s) are speakers who have demonstrated their ability to capture and hold audience members' attention, bring key topics to life and leave impressions that will lead participants to implement what they've heard—and remembered.

### How Many CSP(s) Are There?

As of 2004, there were approximately 450 CSP(s). That number represents approximately 12% of the membership of the National Speakers Association and less than 10% of the membership of the International Federation for Professional Speakers. The small number of professional speakers who have earned the CSP designation speaks to the difficulty of meeting the qualifying criteria.

### What Are The Qualifying Criteria?

- >Maintain membership in NSA and subscribe to its Code of Professional Ethics
- >Serve a minimum of 100 different clients within 5 years
- >Present a minimum of 250 professional speaking engagements with this same 5-year period
- >Submit testimonial letters from clients served
- >Submit professionally prepared promotional materials
- >Receive excellent ratings from past clients on professional performance evaluations
- >Continue education in the professional speaking field through NSA's many educational programs

## Public or Professional Speaker?

### What's in a Name?

Jim Bearden, CSP, is a professional speaker, but since many people refer to Jim's work as "public speaking", we wanted to help you understand the differences—as we see them—between public and professional speaking. Jim will gladly respond to either label, but there really are some differences.

### Public Speakers

Many people find themselves in jobs that require them to make presentations or deliver speeches. For example, salespeople may have to make presentations to decision-making groups (committees). Their primary responsibility is converting prospects into customers, and making effective sales presentations is one of the many tools (skills) they employ for doing so. In order to be successful, they must make effective presentations, and since they make their presentations "in public", we can certainly refer to them as "public speakers".

Likewise, corporate executives make presentations to their employees, board members and other constituency groups. Their primary responsibilities relate to the effective operations of their companies, and making effective presentations is only one of the tasks they perform. Like the salespeople in our previous example, they are "public speakers", but neither they nor the salespeople are professional speakers.

### Professional Speakers

A key difference between public and professional speakers, is the role speaking plays in their work. For public speakers, making presentations may be something they periodically do—and even do quite well—but it is not their profession. Professional speakers must rely exclusively on their speaking ability to achieve their professional goals and objectives. Where public speakers may do presentations as a means to an end, for professional speakers, doing effective presentations is the means and the end.

Professional speakers must understand the objectives of the groups they will address and translate that understanding into relevant content, materials and delivery, relying exclusively on their professional speaking skills to read (understand), connect with and influence their audiences. If they've been around for long, you can be sure that they're very good at doing all that, and that's what makes them Professional Speakers.

## KEYNOTES & SEMINARS

### Leadership, Teamwork and Winning

Drawing on his personal leadership experiences (U.S. Marine Corps, Corporate America, parent of 3 children) and his warm sense of humor, Jim offers practical insights on the requirements, characteristics and roles for leaders as facilitators of essential organizational activities.

### Happily Ever Afters Don't Just Happen

Acknowledging and abandoning illusions about "Happily Ever After(s)" is a prerequisite to winning. The hope (delusion) that they actually exist will cause us to squander time and energy on these frantic but futile searches for "Happily Ever After" alternatives to hard work and perseverance.

### Selling vs Hoping To Get Bought

Contrary to what most of us have seen from many of the "salespeople" who call on us, selling is a process, not an event. When selling is viewed and practiced as a process, the quality of the selling experience (for salespeople and their customers) will improve dramatically. So will the sales results.

### Personal Accountability

Individual accountability the alternative to victimhood is the first requirement for individual and organizational success. Accountable people recognize the impact of outside factors on them and their situations, but they also understand that the choices they make about those outside factors are often more powerful, and have more impact on them, than the factors themselves.

## LEADERSHIP, TEAMWORK & WINNING

Jim Bearden, CSP, develops and delivers customized leadership presentations and leadership development seminars that are fast-paced and highly interactive. Drawing on his personal leadership experiences (U.S. Marine Corps, Corporate America, parent of 3 children) and his warm sense of humor, Jim offers practical insights on the requirements, characteristics and roles for leaders as facilitators of essential organizational activities. With his after-the-event follow-up process, Jim helps participants develop strategies for translating the material in his leadership presentations and leadership development seminars into effective leadership behavior—in the real world.

### Teamwork & Winning

Winning—in organizational settings—is a "team sport". Interdependence is no longer just a theory or discretionary strategy; it is absolutely necessary. Whether in corporate, academic or start-up settings, teamwork is essential to long-term organizational success (winning).

### Leadership & Teamwork

While all team members' contributions are essential for the team's success, leaders' are accountable for converting groups into teams and for developing and sustaining cultures that support teamwork. Without effective leadership, teamwork will be a situational phenomenon—at best.

### Leadership & Culture

Leaders' effectiveness is ultimately measured by their ability to influence the choices others make. Organizational cultures exert tremendous influence over the choices made by people working in those cultures, and leadership behavior drives organizational cultures. In order to enhance their influence, leaders must create and sustain cultures that encourage team members to look for, consider and try alternatives to the status quo

## SELLING VS HOPING TO GET BOUGHT

### Jim Bearden's Sales Presentations and Sales Training Seminars

Jim Bearden, CSP, draws on his years of experience in sales, sales management and sales consulting to develop and deliver customized Sales Keynote Presentations, Sales Training Workshops and Sales Consulting Projects. Jim's real-world anecdotes, lively sense of humor and interactive style make his sales presentations and sales training workshops relevant and memorable. His after-the-event follow-up process helps salespeople and their sales managers translate his Sales Training into action in the arena that matters most, the marketplace.

### A Process Perspective

Contrary to what most of us have seen from many of the "salespeople" who call on us, selling is a process, not an event. While there are many significant events or phases in the selling process, none of them will prove effective as a stand-alone, not even the ever-popular—and grossly overemphasized—close. When selling is viewed and practiced as a process, the quality of the selling experience (for salespeople and their customers) will improve dramatically. So will the sales results.

### Influence versus Illusion

Selling is a process for positively and supportively influencing the choices others (prospects and customers) make. Influence is not the same as control; one is a realistic objective, the other an illusion. Where customers' choices are concerned, the very best we can do is influence, and any attempts to exert control will actually reduce whatever influence we might have had. A key step toward enhancing your influence (sales success) is letting go of the illusion of control.

### Value Consciousness

The notion of value is at the heart of any effective selling process, so effective salespeople work to understand their prospects' and customers' Definitions of Value. In their approach to selling, inquiry precedes advocacy. This approach to selling (we'll call it "Ask and Listen") will yield far better sales results than the widely practiced but ineffective alternative, "Pitch and Hope". It's the classic difference between Selling and Hoping to Get Bought.

## **Happily Ever Afters Don't Just Happen**

Jim Bearden on "Happily Ever After(s)"

Jim Bearden, CSP, delivers keynote presentations, Leadership Development Seminars and Sales Training Programs that elicit audience participation, provoke introspection and leave lasting impressions. One of the topics that audience members have found most memorable is Jim's treatment of "Happily Ever After(s)". When used in his Leadership Development Seminars, Sales Training Programs or as one of his keynote presentations, "Happily Ever After(s) Don't Just Happen" sets the stage for laughter—and learning.

## **The Search for Better Ways—Two Paths**

A defining characteristic of successful individuals is their willingness to consider and try alternatives to the status quo. When these people function in organizational leadership positions—formal or informal—they influence others to follow them down one of two paths in their pursuit of success. One of those paths, The Relentless Search for Better Ways, will lead to progressive improvements in processes and results, the better ways they were seeking. The other path, The Frantic but Futile Search for "Happily Ever After(s)", will lead to ... nowhere.

## **Wrong Path**

As the name implies, the "Happily Ever After" Path is based on the premise that legitimate quick fixes or shortcuts to success actually exist. In reality, there are no such "abbreviated routes" that work. Success requires effort and takes time; people expecting overnight results need not apply.

## **Getting Back on Track**

Acknowledging and abandoning illusions about "Happily Ever After(s)" is a prerequisite to winning. The hope (delusion) that they actually exist will cause us to squander time and energy on these frantic but futile searches for "Happily Ever After" alternatives to the hard work and perseverance we know is required. By enlisting audience participation in working through his "Happily Ever After" Cycle, Jim offers practical, real-world suggestions and helps audience members get comfortable with the truth...Happily Ever After(s) Don't Just Happen.

## Personal Accountability

### Jim Bearden's Alternative to Victimhood

Jim Bearden, CSP, facilitates Leadership Development Seminars, conducts Sales Training Programs and delivers customized keynote presentations on personal and professional development. A key component in all of his seminars, programs and presentations is Personal Accountability. In a society where victimhood is not just accepted, but encouraged, personal and professional growth are set aside in favor of waiting, wishing and hoping for “things” to get better or for someone else to make them better. As an alternative to that mindset, Jim provides participants and audience members with humorous anecdotes and a real-world perspective on the relationship between personal accountability and success—in any area of life.

### Victimhood

“Professional victims”—and we’ve all known a few—are convinced that their ability to succeed is determined by factors beyond their control. When they encounter life’s inevitable setbacks they are quick to blame, wallow and quit. It doesn’t take them long to conclude that the best way to avoid setbacks, and the “suffering” that goes with them, is to just stick with the status quo. True, there’s no growth or progress, but hey, there’s also no “pain”. Not a pretty picture, but one that’s becoming all too common.

### Accountability

Individual accountability—the alternative to victimhood—is the first requirement for individual and organizational success. Accountable people recognize the impact of outside factors on them and their situations, but they also understand that the choices they make about those outside factors are often more powerful, and have more impact on them, than the factors themselves. When they encounter setbacks, accountable people may do some appropriate, rational “grieving”, but after doing so, they’ll determine what they can do to recover or learn from the setback, and then they’ll do it. Jim Bearden, CSP, integrates the power of accountability into all of his performance enhancement seminars, programs and presentations, helping participants take themselves and their teams to the next levels of success.



## Planning an Event?

So, You Are Planning An Event.....

Jim Bearden has over 17 years of experience with all types of speaking events and he is ready to help you!

Provide us with your event requirements, and we'll provide you with whatever information you need—including the opportunity to talk with Jim—to determine if he is the right speaker or trainer for your upcoming event.

Just take a moment to complete Jim's information request form.

Thank You

## CONTACT JIM

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Information Request Form

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