



From military officer to corporate executive, Jim Bearden has learned why some people step up and others don't. An advocate for the heroic effort, Jim helps leaders close the gap between what sounds good and what gets done: Jim works with companies to unleash the hero in your midst.

Jim Bearden's many rich life experiences form the basis for his anecdotes, his humor and, most importantly, the insights he shares to create hero-friendly environments:

Decorated Viet Nam Veteran: Earned the Bronze Star Medal as a Marine rifle company commander

Top Sales Producer & Sales Manager of The Raydio Group, increasing sales 23% in 2 years (industry norm is 5%)

VP of Strategic Development of an international tax consulting corporation: Saving clients over 2 billion dollars

Founder of his own successful business, Bearden Resource Group: Speaking to over 1500 different audiences since 1988

Past President of the National Speakers Association, Heart of Texas Chapter

Author of *The Relentless Search for Better Way*, a book about Leadership & Winning, now in its 3rd printing

Co-Author of *Good Business: Putting Spiritual Principles into Practice at Work*

Spiritual Lay Director: Instituted & facilitates a weekly men's program at his parish for over 125 participants

One of fewer than 500 speakers to earn the prestigious Certified Speaking Professional designation from the National Speakers Association, Jim has been a professional speaker for 24 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 runs & bikes over 1500 miles a year ...

## Jim Bearden

### Speech Topics

- ☐ Sales
- ☐ Leadership
- ☐ Employee Engagement
- ☐ Customer Service
- ☐ Change



## Testimonials

“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.

“Jim Bearden combines a great message with a great delivery. Outstanding presentation!”

- COST Great Issues Conference, July, 2004.