

About Jim Cathcart

Jim Cathcart, CSP, CPAE, author, professional speaker and business leader, is the founder and CEO of Cathcart Institute, Inc. (founded in 1977), an organization devoted to helping clients create and grow High-Value Relationships. Jim's thirty plus years of study in applied behavioral science has resulted in *The Acorn Principle*, a guide to understanding the many elements that make us who we are. This breakthrough work achieved best-seller status online, as well as through traditional hardbound book channels. In fact, it was the nation's #2 best-selling e-book in the year 2000, second only to Stephen King.

As the author of 14 books including *Relationship Selling*, Mr. Cathcart has long been a trendsetter in the business community. He has his own TV show on TSTN network and has delivered over 2,600 speeches around the world. He is also a co-author of *ConnectAbility: 8 Keys to Building Stronger Partnerships with Your Colleagues and Your Customers*. His next book is tentatively titled *Relationship Intelligence: It is who knows you that counts*. Among professional speakers, Jim is a world leader: recipient of The Golden Gavel Award from Toastmasters International for 2001, Past President of the National Speakers Association (NSA), winner of the Cavett Award, member of the Speaker Hall of Fame (CPAE), Certified Speaking Professional (CSP), and a long-time member of the exclusive Speakers Roundtable, 20 of the world's top speakers.

Jim sits on numerous boards of directors, including the business school advisory boards for Pepperdine University and California Lutheran University. In 2003, he founded The 101 Leaders Institute to identify, encourage, develop and learn from the people in the L.A.-Ventura Corridor who are making a difference through personal leadership. Today, he is based in Lake Sherwood, California, just north of Los Angeles, where he regularly hikes the mountain trails and rides his motorcycle on the twistiest roads he can find. You can view videos of some of his presentations on his website: www.cathcart.com.