



Jim Cathcart

Motivational Expert 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 number two 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. His next book is titled *Relationship Intelligence: It is who knows you that counts*.

Among professional speakers Jim Cathcart 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. He sits on numerous boards of directors such as the business school advisory boards at Pepperdine University and California Lutheran University.

Today he is based in Lake Sherwood, California, just north of Los Angeles where he regularly runs the mountain trails and rides his motorcycle on the twistiest roads he can find.

