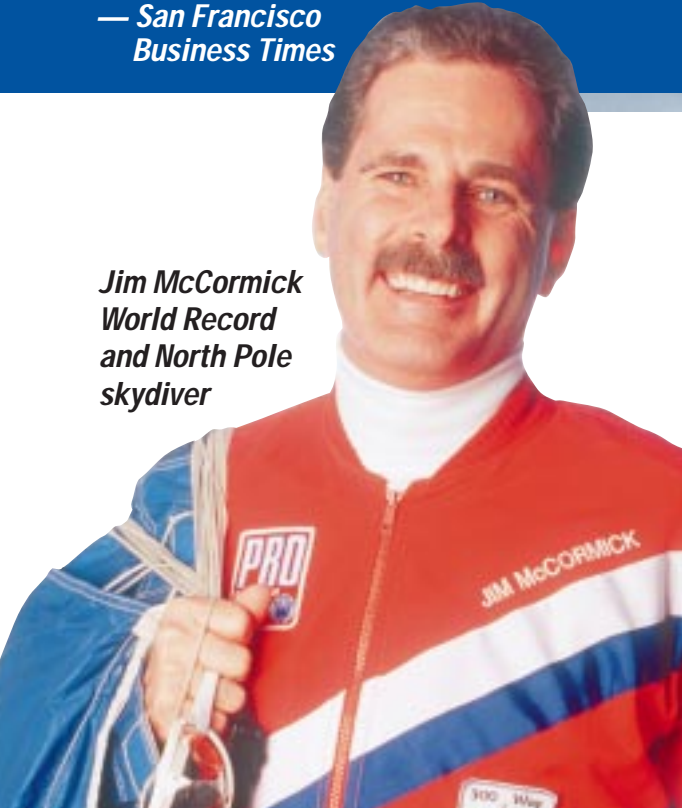


# “A New Breed of Motivator”

— San Francisco Business Times

Jim McCormick  
World Record  
and North Pole  
skydiver



## If Your Challenges Include:

- Dramatic Change
- Intense Competition
- More Sales Challenges
- A Necessity to Improve Performance

## Jim Can Help You Overcome Your Challenges by:

- Inspiring your people to take more initiative, approach problems differently, think like owners and move out of their comfort zones
- Energizing your sales force and giving them the tools to overcome fears that profoundly limit sales performance
- Teaching your people how to prevail in the face of rapid change
- Motivating and entertaining your people



Motivation

Sales

Change

Performance Improvement

Adventure

## Customized

Jim’s presentations are extensively customized to be responsive to the challenges and opportunities facing the audience members and the risks the organization’s leadership wants to encourage.

## Method

Jim uses entertaining story telling supplemented by extraordinary still and video images to engage the audience and make a powerful argument for the personal benefits of taking risks. Integral to the message are Jim’s insights on how to effectively deal with the fear that is inherent in risk-taking.

## Extra Excitement

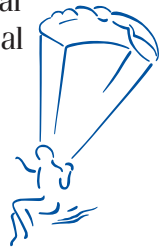
At most venues, Jim can actually arrive for his presentation by parachute!

## Drama

Whether or not Jim arrives for his presentation by parachute, his presentation starts with a video introduction that concludes with footage of him landing his parachute and running into a meeting room for a presentation. As the video fades, Jim appears on stage in the same skydiving jump suit he is wearing in the video!

## Humor

We all learn more, and just have a lot more fun, when we laugh. Your audience will have fun and enjoy many good laughs during Jim’s presentation.



“Outstanding.  
Exceptional.  
Phenomenal.  
Relevant.”

—Hewlett-Packard Co.



**Clients Include**

Hewlett-Packard Co.	Western Wireless
Andersen Consulting	Bank of America
ADP	American Payroll Association
Verizon	Turnaround Management Association
Sun Microsystems	Texas Society of Association Executives
The Clorox Company	Marketing Association of California
Equitable Life of Canada	Insurance Conference Planners Association
Siemens	
Pacific Bell	
First Union National Bank	

**Programs**

**Keynote Presentations** Jim’s message centers on the importance of stepping out of your comfort zone, taking thoughtful and constructive risks and responding effectively to fear. His keynote presentations give audiences the tools to effectively move out of their comfort zone—the first critical step in moving to a new level of professional and personal performance. Jim’s highly motivational presentations entertain while they inspire and include dramatic still and video images.

**Half-Day Seminars** In his interactive seminars, Jim helps audience members anonymously identifying the fears and challenges they’re facing, the positive risks and constructive steps that will move them forward and the rewards of taking those risks and steps. This information, coupled with proven methods of reducing the debilitating effects of fear, combine to provide each attendee with a confidential Personal Action Plan for applying the message.

**Follow-Up Implementation Workshops** These interactive workshops help people who have been exposed to the risk-taking message of Jim’s keynote presentation to apply it immediately. Each person leaves with a Personal Action Plan for taking Jim’s message and applying it to achieve improved professional performance and personal satisfaction.

“Since your training, our sales force has ‘blown-away’ the last three month’s quotas.”



—Northern Technologies

Jim McCormick is a World Record and North Pole skydiver with over 1,600 skydives, a former Chief Operating Officer of an international design firm and the first non-attorney in the history of the U. S. Department of Energy to serve as Special Assistant to the General Counsel. He has an MBA from the University of California and an engineering degree from the University of Southern California. He celebrated his 40th birthday by doing 40 skydives (in one day) and has participated in some of the highest altitude civilian skydives in the world from 31,000 feet. He is an adjunct faculty member at San Jose State University and resides in Half Moon Bay, California.



“Wonderful presentation. You incorporated all the information we wanted to share with our employees masterfully.”

—Western Wireless

