

Equip and motivate your employees and leadership to grow and win!

Bob “Idea Man” Hooey is a charismatic, confident leader, corporate trainer, facilitator, Emcee, author and motivational keynote speaker on creativity, business innovation and enhancing team performance. Using personal stories drawn from rich experience, he challenges his audiences to engage his **Ideas At Work!** - **to act on what they hear**, with clear, innovative, building-blocks and field-proven success techniques to increase their effectiveness. Bob challenges them to hone specific **‘success skills’** critical to their personal and professional advancement.

Bob outlines real-life, results-based, innovative ideas personally drawn from 29 plus years of rich leadership experience in retail, sales, construction, small business, entrepreneurship, manufacturing, association, consulting, community service, and commercial management.

Bob’s conversational, often humorous, professional, and sometimes-provocative style continues to inspire and challenge his audiences across North America.



Bob ‘Idea Man’ Hooey, A/S, CKDE

***“...he is always on! Bob has the ability to grab his audience’s attention and keep it!
... if Bob is involved - your keynote program or training seminar is guaranteed to succeed!”
Maurice Lavigne, London Drugs Coordinator for Training and Development***

Bob’s motivational, innovative, challenging, and practical **Ideas At Work!** have been successfully applied by thousands of leaders and professionals in seven countries spanning three continents, to date.

Bob is a frequent contributor to North American consumer, association, corporate, trade and on-line publications on leadership, sales, productivity, employee motivation and training, creativity and innovative problem solving, priority and time management, and customer service. He is the inspirational author of nine books, as well as Success Systems, mini-book series, e-books and special reports to reinforce his various programs.

Visit: www.ideaman.net for more information or to invest in your future success. **If your growth or success depends on your ability to sell, visit: www.SecretSellingTips.com**

Award winning kitchen designer (retired), Bob ‘Idea Man’ Hooey, CKD-Emeritus is one of 75 Canadian kitchen designers to earn this prestigious certification by the National Kitchen and Bath Association (NJ).

In December 2000, Bob was given a CAPS National Presidential Award **“for his energetic contribution to the advancement of CAPS & his living example of the power of one;”** and elected to the CAPS National Board. Bob is the co-founder and past president of the CAPS Vancouver Chapter, active member of the CAPS-Edmonton Chapter, an honorary founding member of the CAPS-Sask. Chapter, as well as an honorary member of the CAPS-Halifax Chapter.

In 1998, Toastmasters International recognized Bob **“for his professionalism and outstanding achievements in public speaking.”** That summer in Palm Desert, California, Bob became the 48th person in their 75-year history to be awarded this prestigious professional level honor as an Accredited Speaker.

He has been honored by the United Nations Association of BC (1993) and received the CANADA 125 award (1992) for his ongoing contributions to the community.

Ideas to successfully develop your leadership, sales, business, or career! -- Strategies to Success!



Bob 'Idea Man' Hooley

Bob 'Idea Man' Hooley has earned international acclaim as a leader, author and speaker on strategic planning, career and business innovation and enhanced team performance and creativity.

Using personal stories mined from rich experience, Bob challenges his readers and audiences to engage his **Ideas At Work!** — to act on what they hear with clear, easily understood building blocks and life-proven success techniques.

He challenges them to leverage their personal effectiveness, and to hone specific skills 'critical' to succeed professionally.

Bob is a frequent contributor to North American consumer, on-line, and trade publications. His innovative **Ideas At Work!** have been successfully applied by thousands of leaders and professionals across the world.

"Leadership is the foundation of your 21st Century Business Success. The wise leader unleashes the power of those whom they would lead!"
Bob 'Idea Man' Hooley

Bob's keynote messages will...

- Engage your mind
- Challenge the will
- Touch your heart
- Nourish your spirit
- Tickle your funny bone
- Enrich your career and business

"I still get comments from people about your presentation. Only a few speakers have left an impression that lasts that long. You hit a spot with the tourism people." Janet Bell, Yukon Economic Forums

Bob's Creative and Motivating Keynotes

- **Rising above the storm!** *How to take personal leadership when life flips you upside down or throws you into change*
- **The Power of ONE!** *Yes, one person can make a difference! YOU!*
- **Big Dreams – Small Steps!** *You can achieve and live your dream!*
- **Secret Selling Tips** *Equip and motivate your sales team to win! The Secrets of generations of selling professionals can be yours.*
- **Building Bridges – Not Walls!** *Career and Business Success is built on mutually productive relationships.*
- **Life Design** *Get what you want, creatively!*
- **Prepare yourself to WIN!** *Apply the success skills of the world's top leaders in taking your career, your team and company to the next level*
- **Create the Future!** *Leverage to win with innovation and vision*

"Thank you Bob, it is always a pleasure to see a true professional at work. You have made the name "Speaker" stand out as a truism - someone who encourages people to examine their lives and make adjustments. The personal stories you shared with your audience made such a great impression on everyone. The comments indicated you hit people right where it is important - in their hearts. Each of those in your audience took away a new feeling of personal success and encouragement." Sherry Knight, Dimension Eleven Human Resources

"We greatly appreciate the energy and effort you put into researching and adapting your keynote to make it more meaningful to our member councils. Early feedback from our delegates indicates that this year's convention was one of our most successful events yet and we thank you for your contribution to this success."
Larry Goodhope, Executive Director, AAMD&C

Protect your conference investment — leverage your training investment. Call now to explore how to engage Bob 'Idea Man' Hooley and his Ideas At Work! for your next corporate retreat, conference, sales training or association meeting. 1- 888 - 848 - 8407

Equip and motivate your employees and leadership to grow and win!



Bob draws from a wealth of experience and innovation to create programs designed to enhance your career or organizational performance. Visit: www.ideaman.net for details on these programs

As with his keynotes, each of these programs can be tailored to fit your time requirements and desired results. General session, breakout, 1/2-day concurrent, or full day sessions can be designed and delivered. Titles can be changed to reinforce the theme of your event. Ask about Bob's other customized keynotes, programs, executive coaching, facilitation, and MC services to help make your next training session or convention a solid success.

Bob 'Idea Man' Hooley — *Innovative Program Ideas for 2007*

The Courage to Lead! (Change) *Get the best out of your team!*

Whether your *field* of expertise is industry, hospitality, sales or marketing, association management or agriculture, we all need to deal with the changes and challenges that rise up, such a business reversal, a drought, unexpected storm or the after-effects of 9-11. Being on the *leading edge* in any field or endeavor requires continuous and directed growth. This focused session, led by a respected and proven leader, will rekindle your fires of ambition and achievement and provide the ideas and fuel needed to achieve them. Outline specific techniques, ideas, and innovative tools to equip and prepare yourself to inspire and to lead your organization to thrive and change to successfully meet the unique challenges of the 21st century. Enhanced performance is built on a commitment to personal leadership.

I'm Already Running As Fast As I Can! *Get what you want and still have a life*

Today's executives, entrepreneurs and business owners, employees, and families are over-committed and over-whelmed. Increase your personal and professional productivity and leverage your time more effectively. Explore practical ideas and innovative, use-immediately techniques that free up time for the important people and activities in your life. Recognize and minimize your time wasters. Recapture your idle time for more productive use. Schedule your priorities to regain your balance and flexibility. This session will energize, educate and empower your team to invest the time needed to succeed in business, career and their personal lives!

Why Didn't I 'THINK' Of That? *Applied creativity, strategic planning & innovative problem solving secrets*

Your ability to remain competitive draws from your ability to solve your client's problems. Apply specific ideas, creative tips, techniques and innovative problem-solving models for business and personal success by tapping into your creative genius. Discover new styles of applied idea generation and problem solving. Explore new management and creativity tools and innovative ideas for your business or organization. View problems as opportunities to grow and change the way you live or do business. Set and apply *workable ideas* and strategies for success for your career or organization. Observation combined with application provides an innovative foundation for growth in any field. Become the *creative catalyst* needed for change in your career and organization's success. Inventing the future – Ideas At Work!

Secrets of EFFECTIVE Customer Service *Millennium management tips to successfully move your career or company to the next level*

Business success and survival in the 21st century increasingly depends on your ability to define, anticipate and exceed changing customer needs. *A novel idea!* Your ability to recruit, service and retain your customers will determine your sustainable success. Transform customer complaints into new business and long-term growth opportunities. Easily convert customers into loyal fans, evangelists, champions, and repeat buyers! Explore *exciting* new ideas to build customer loyalty and provide for continued profitable growth. Apply field-proven, innovative ideas on customer service, product development, staff training and effective promotion to grow your career or company to the next level.

Visit: www.ideaman.net/programs.html for more information on Bob's innovative programs.

More of Bob's Innovative Programs for 2007

Unleash Your 'Business' Potential *How to Out-think, Out-market and Out-perform your competition!*

If you want your team to be energized and challenged with new ideas and success techniques, this program will help re-awaken their desires and goals. Learn and apply the three C's of success - everyday! Recruit the Champions, Coaches and Cheerleaders needed for your personal and professional success. Apply specific innovative techniques to hone your competitive advantage. Leverage the secret of *intelligent* networking in building strategic alliances. Use new 'Cross Promotion' and *partnering* techniques to facilitate more effective marketing. Create promotional tools and systems to enhance your success in the marketplace. Harness the brainpower of your own Success Team... and more! This is an engaging session that will help *profitably* explode your business or career

Creating 'TIME' to Sell, Lead or Manage *Successfully create more face-to-face time for the sales and marketing process for profitable, long-term relationships.*

How much would a 25-50% increase in *potential* sales bring to your bottom line? Would it pay to invest time learning how to systematically increase your productivity? Would it pay to invest time building customer loyalty and productive partnerships? How would you or your sales force invest an additional 1-2 hours per day? This interactive, idea-rich program, challenges you to systemize and prioritize your activities and implement streamlined processes to free-up *productive* time for the face-to-face sales and marketing process. Focus on results-oriented ideas, which allow you to redefine and accomplish your priorities, increase your productivity, and dramatically increase your sales results by building repeat business. It's about working less, not just smarter! Making more money in less time – with a better system to enhance and sustain your performance over the long term!

Speaking for Success! *A primer for effective interpersonal communications and powerful presentation skills*

Your ability to succeed in life or business is *leveraged* on your ability to *effectively* communicate your ideas orally or in writing. Your ability to climb the corporate ladder is directly dependent on these skills. This pro-active program, led by an award-winning, internationally accredited speaker, can give you solid skills and the understanding of what it takes to be an effective communicator. Enhance your communication abilities by applying *proven ideas and success tools*. Uncover innovative ideas and secrets from North America's finest communicators and speaking professionals. Overcome your fear of speaking and tap into your real power to *connect* and persuade an audience, team or customer to follow your lead. Discover how to accurately organize and powerfully convey your thoughts. Explore how to dramatically increase your chances of being promoted, increase sales and enhance your career. Successfully apply your enhanced communication skills as leadership, sales and negotiation tools.

In-house training series available from Canadian Trainer

In addition to the above programs, Bob offers sales and leadership training and coaching. He offers other training programs as in-house or on-going training on a local or contract basis. Bob also offers courses Accredited by the Alberta Insurance Council.

- Leadership 101
- Winning in the Boardroom - Maximized Meetings
- Creating the future! - Innovation and Vision
- Get to YES! - Sales and Negotiation Basics

Communications and presentation skills training:

- Learn to Listen
- Think Before You Ink!
- Speaking for Success! - the series
- A Quest for Balance on the platform

Public Relations Training:

- Media Management—What to do if a reporter calls
- The Personal Power of Public Relations

Visit: www.CanadianTrainer.com for course info.

“As soon as you move up one step from the bottom, your effectiveness depends on your ability to reach others through the spoken or written word.”

Peter Drucker, Author of the ‘Effective Executive’

Why would you want to hire an *award winning*, professional speaker as your coach? Why not?

Nervous about a big presentation coming up? Feeling a *little* performance pressure? Ever wonder how the top executives design and deliver their presentations with passion and professionalism? Many leaders of Canada’s 50 Best Managed Companies engage personal speech coaches and creative consultants who work with them to carefully craft, customize and create powerful presentations to captivate their audiences. Bob is one of those coaches!

In addition to his experience, passion and patience as a coach, you get three commitments when you engage **Bob ‘Idea Man’ Hooley** to act as your personal speech coach:



- Privacy
- Performance
- Professionalism

Ask yourself?

Do you have an important presentation scheduled?
Do you have an award to accept? To present?
Do you have an video conference to conduct?
Do you have a *rally the troops* speech to give?
Do you have a new *sales pitch* to design and deliver?
Do you have an important interview coming up?
Do you need a hand co-ordinating the logistics?
Do you need some help scripting a video, hosting a video conference or Power Point program?

Then you need to call **Bob ‘Idea Man’ Hooley** and engage his professional services today! Bob’s schedule allows him to *only* take a select number of coaching clients each year, so call now!

Bob ‘Idea Man’ Hooley, Accredited Speaker, is an award-winning Toastmaster (48th in the world to earn their coveted *professional level* Accredited Speaker designation) who has been inspiring audiences across North America for over 10 years. He is a founding Professional member of the Canadian Association of Professional Speakers and co-founder and past President of the CAPS – BC Chapter.

Bob has earned the respect of his peers across North America. His **Ideas At Work!** have been successfully applied by thousands of executives, management, sales and leadership professionals around the world. Author of 9 books, including two on enhanced speaking skills, 4 success systems, a mini-book series, and an e-book series, Bob is a frequent contributor to North American consumer, on-line, corporate, association and trade publications.

Call: 1-888-848-8407 (Client Toll Free North America) to explore engaging Bob as your personal presentation coach or creative consultant for your next event. E-mail your questions or schedule requests to bob@ideaman.net Visit one of our many websites for more information: <http://www.ideaman.net> or <http://www.ExecutiveSpeechCoach.biz>

Publications by Bob 'Idea Man' Hooley

Available from Life Design Systems - Success Publications
www.SuccessPublications.biz

Leadership, Business & Career Building Publications

- **I'm Already Running As Fast As I Can!** \$27.95
Get what you want and still have a life!
- **Secrets of EFFECTIVE Customer Service** \$27.95
Millennium Management Tips
- **Why Didn't I THINK of That?** \$27.95
Creativity, strategic planning & problem-solving secrets
- **Speaking for Success!** - A primer for interpersonal \$27.95
communications and powerful presentation skills
- **A Quest for Balance** \$22.95
One speaker's recipe for success on the platform
- **Creating TIME to Sell, Lead or Manage** \$32.95
Creating more face-to-face time for the sales and marketing process
- **Thinking Beyond the FIRST Sale** (Coming Fall 2007) \$32.95
Creating repeat business for sales professionals
- **Coaching for Optimal Results** \$32.95
Bringing out the best in your people!
- **Success Skills** for leaders, entrepreneurs \$32.95
and those who support them
- **Legacy for Leadership** (print edition) new for 2007 \$34.95

Mini-book Series

- **The Courage to Lead!** \$9.95
- **Creativity Counts!** \$9.95
- **Unleash Your Business Potential** \$9.95
- **My 'Next' Million Dollar Idea Book** \$9.95
- **Learn to Listen** \$9.95
- **Thanks Mom!** \$9.95
- **Dad, You're Still My Hero!** \$9.95

Additional Value-added E-Products & Recordings

- **Create the Future!** - Innovation success secrets \$24.95
- **Legacy of Leadership** \$34.95
- **Think Before You Ink!** - new E-book coming fall 2007 \$19.95
- **Attitude Counts!** - new E-book for fall 2007 \$24.95
- **CONFLICT** - Dealing effectively with conflict \$19.95
- **Media Management** - What to say if a reporter calls \$19.95
- **For Immediate Release** - The Personal Power of PR \$19.95
- **Get to YES!** - The subtle art of persuasion in negotiation \$19.95
- **Winning in the Boardroom** - Maximized Meetings \$19.95
- **Spice Up Your Speech** — Volume's 1 & 2 (set) \$19.95
- **1001 Killer Sales Phrases** Sales/marketing resource \$14.95
- **I'm Running As Fast As I Can!** - Audio CD \$19.95
- **Customer Service** — Audio CD \$19.95



Bob 'Idea Man' Hooley
 Creative Catalyst & Idea Farmer

Bob 'Idea Man' Hooley has earned international recognition and acclaim as a leader, business author, and speaker on strategic planning, sales, business innovation, as well as enhanced team performance and creativity.

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He challenges them to leverage their personal effectiveness and to hone specific skills '*critical*' to succeed professionally.

Bob is a frequent contributor to North American consumer, association, corporate, on-line, and trade publications. His **Ideas At Work!** have been successfully applied by thousands of professionals across the world.

Bob was commissioned to create **The Brick Way** for Canada's largest A&E and furniture, retailer in 2006.

Success Publications available from Life Design Systems

Visit our website for updated information:
www.SuccessPublications.biz

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