



GOODMAN SPEAKERS | presents



TOM MORRIS

For fifteen years, Tom Morris was Notre Dame's most popular professor, often having in class one eighth of the entire student body. He now lives in Wilmington, NC where he serves as Chairman and CEO of the Morris Institute for Human Values and works to rediscover the greatest ideas that have ever been thought or written.

Tom is a graduate of UNC-Chapel Hill, where he was a Morehead-Cain Scholar. He holds a double PhD from Yale University, and has won many awards in the academic world, including the University of North Carolina's Distinguished Young Alumnus award, an honor he shares with former basketball great, Michael Jordan.

Tom's the author of 29 published books and counting. His widely acclaimed 12th book, *True Success*, launched him into a new role as America's most active public philosopher dealing with issues of success and personal growth. His next book, *If Aristotle Ran General Motors*, followed up with advice from ancient thinkers linking happiness and excellence. His more recent books include *The Art of Achievement*, *The Stoic Art of Living*, and that extremely popular, big yellow book often seen in college dorms the night before final exams, *Philosophy for Dummies*. Then there are other books, such as *Superheroes and Philosophy*, where Plato and Aristotle finally meet Superman and Batman, the business bestseller, *If Harry Potter Ran General Electric*, and his new novels, *The Oasis Within*, *The Golden Palace*, *The Stone of Giza*, *The Viper and the Storm*, and *The King and Prince* that have been collectively described as "The Alchemist Meets Harry Potter Meets Indiana Jones." His newest nonfiction book is *Socrates in Silicon Valley*.

A former rock guitarist in his youth, Tom has appeared in network TV commercials as the national spokesman for Disney's Winnie the Pooh, a most philosophical bear, and has shared his wisdom on national television with such unlikely philosophy students as Regis Philbin on *ABC*, and the hosts of the *NBC Today Show*. His work has also been covered by *CNBC*, *CNN*, *NPR*, and such other news outlets as *The New York Times*, *USA Today*, *Newsweek*, and *The Economist*, as well as various European newspapers and magazines. He's been called the world's happiest philosopher. Wherever he goes, Tom brings the wisdom of the ages into the challenges of everyday life with high energy and good humor.

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Speech Topics

True Success: The Art of Achievement in Times of Change

This is Tom's most widely requested talk. It's high energy fun, profound, and extremely practical, all at the same time. One major company has asked for this talk more than 100 times, for its various business units. It presents the most universal tools for individual and organizational success, as understood by the great thinkers of the centuries. Many businesses and lives have been changed for the better because of this talk. We all need guiding concepts we can trust - ideas that have stood the test of time and can help us achieve success in even the most demanding situations. Tom has an unprecedented ability to bring together the wisdom of the ages in a form that people can use right now. This talk presents a simple, powerful and complete framework of seven universal conditions for deeply satisfying, sustainable excellence in all that we do. His now-famous "7 Cs of Success" have fueled extraordinary results in pockets of excellence around the world, and have never been more important than they are today. In a high-energy and entertaining session, Tom will reveal the most fundamental tools for personal and institutional greatness and provide a practical guide for their use every day. This talk leaves people with a new, well-grounded enthusiasm and a determination to use the wisdom they've been given. Once they've heard it, they'll never be the same.

A Winning and Innovative Culture: The Four Foundations of Greatness

When you take good care of your people, your people take good care of your customers, and your customers take good care of you. The key to it all is a winning culture. So: What creates a great organizational culture? What guides and motivates us to bring our best to every challenge and work powerfully with others every day? Tom shows that the answers to these questions are simple, profound, and transformational. At a time when pressures are high and companies are focusing on the discipline of execution, the main challenge is getting everyone to believe deeply in what they're doing and to do it with excellence and care every day. As Tom laid out in his classic book *If Aristotle Ran General Motors: The New Soul of Business*, Aristotle and a few other profound thinkers have revealed four foundations for reaching and maintaining the highest levels of commitment and greatness in our work with other people. It's all about Truth, Beauty, Goodness, and Unity - four things we rarely talk about, and four things that can transform a culture.

In this session, Tom presents those four foundations for a winning culture and offers practical guidelines for putting into practice the greatest wisdom for sustainable greatness. This talk will give you a profound diagnostic tool whose use empowers individuals and organizations in a new way, while strengthening all your most vital relationships beyond what you could have imagined. This is a must-have framework of ideas for leaders at any level, as well as for front line people who need to form strong and resilient client relations.

The Four Foundations are:

Truth, Beauty, Goodness, and Unity.

The book in which they are developed is the national business bestseller,
If Aristotle Ran General Motors: The New Soul of Business

Speech Topics

Socrates in Silicon Valley: The Essential Jobs @Work

The Deep Philosophical Operating System of Steve Jobs

Steve Jobs. What did this man know that we need to know? What were his secrets? What did he do that crosses industries? How can we learn from one of the most unlikely and expansive success stories ever?

Tom digs deep into the myth, mess and magic of Steve Jobs and provides a revolutionary, practical look at what we can adapt from the strange, charismatic and compelling character who basically invented the connected life we all now live. Starting in his parents' garage, Jobs built, in his lifetime, the world's most valuable company. How did he do it? And what can we all do to emulate the best of his practices?

Using great humor, memorable stories and a level of passionate energy that carries on the legacy of Jobs himself, Tom will mesmerize your group and provide the highlight of your meeting.

Steve Jobs was the quintessential California Hippie, with bare feet, long hair, hallucinogenic drugs and a fascination for all things Zen, who believed that the right sort of diet would grant him an exemption from the bathing habits of normal people. And yet, as we know, against all odds, and despite a great many personal flaws, idiosyncrasies, and imperfections, Jobs became a pioneering business visionary and hugely accomplished leader, who ended up practically in a class by himself. The real story of how he did it can now spark people and companies across all industries to new levels of world-class achievement.

Tom has a new take on the amazing success of this modern business icon, and how it can give fresh guidance to leaders at all levels in organizations. Drawing on the principles that catapulted Jobs to the top of the tech world and helped him build Apple into the world's most valuable company, Tom lays out strategies, tactics and actionable takeaways that imbue leaders with the skills necessary to inspire innovation and success and explains how these principles work in a way that no one else can with a level of insight that will leave people immensely excited about trying some of these powerful new ideas right away.

Since the untimely death of Steve Jobs, you've heard all the stories. But now you can bring into your group the empowering perspectives, attitudes and actions that he lived every day and that can now take you to a new level of leadership excellence and success. This is a talk loved by top leadership groups.

Leadership and Collaborative Excellence

In this talk geared to top leaders, Tom explores three models of excellence and the importance of collaborative partnership for innovative and sustainable success. He looks at leadership lessons from the world's greatest philosophy and literature, bringing us sharp insights from such classics as the world's oldest epic story, Gilgamesh, The Anglo Saxon tale of Beowulf, and Mary Shelley's deep cautionary story of Frankenstein, along with perspectives from The Three Musketeers, Dracula, Don Quixote and Moby Dick. When you read what everyone else is reading, you often end up thinking what everyone else is thinking. Tom Morris reaches deep into the collective wisdom of the great thinkers and writers of the past and discovers novel perspectives that can change everything for the better.

This is the subject of one of Tom's next books.