

## Colleen Barrett, president emeritus of Southwest Airlines, calls Jim Whitt her favorite "people provoker."



**“The members of our culture committee still rave about your visit. Thanks again for inspiring our People to reach their full potential and find their true purpose in life. Times are trying in the airline industry (as they are everywhere!) and your values and principles continue to hit home with all of the Southwest Warriors.”**

### Colleen Barrett, Southwest Airlines

Jim Whitt is an unapologetic people provoker. For more than 20 years Jim has provoked people and organizations to reach their full potential as a speaker, consultant and author.

As a speaker, he provokes people to thought and laughter (kind of a cross between Dr. Phil and Jeff Foxworthy). As a consultant, Jim provokes leaders to create cultures where people are self-motivated. As an author, Jim provokes readers with proven processes to help them improve their lives and their organizations.

Jim's people-provoking career was birthed from the discovery of his purpose in life (to help people reach their full potential) in 1988. Prior to that he spent more than a decade in sales and marketing with two Fortune 500 companies. Jim grew up working in the cattle business and has a degree in animal science.

All of this provides him with a unique perspective into human behavior which he has applied to develop his unconventional approach to transforming lives, leaders and organizations as a founding partner of Purpose Unlimited.



**Jim gives Lee Bloomingdale, Mutual of Omaha's Manager of Field Operations Agency Sales, a roping lesson on stage. Armed with a degree in animal science and a healthy dose of humor, Jim uses his cowboy background to engage and entertain the audience. The result is a tangible demonstration of how the power of purpose empowers the human spirit and enables us to rise above our animal natures to fulfill our own unique potential.**

**“We have gotten a lot of positive feedback from our people that your message was directed at them! Exactly what they needed to hear! And that they went right home and practiced roping their spouses! Thanks for your wit and charm and inspiration! You were a memorable complement to our team! Thank you for being there and being so precise with the planning and implementation! We appreciate you!”**

**Marilyn Gardner, Beazer Homes**

**[www.JimWhitt.com](http://www.JimWhitt.com)**

**918.494.0009**

**Jim's signature presentations revolve around his fundamental principle of human behavior — *without a purpose our only motivation is reward and punishment...***

**The Power of Purposeful Motivation...**Any animal can be trained using reward (the carrot) and punishment (the stick). Purpose is the only thing that engages the human spirit and empowers us to rise above our animal natures to become self-motivated. Learn how purpose is the key to reaching our full potential and living a fulfilled and happy life.

**The Power of Purposeful Leadership...**In the old west, a brand not only identified a ranch's cattle, it was a symbol of pride and loyalty for all of its cowboys — they rode for the brand. People today want more from their work than a paycheck — they want to be partners in a cause. Like cowboys of yesteryear they want to ride for the brand. Learn how leaders and organizations are transformed through The Power of Purposeful Leadership.

**The Power of Purposeful Change...**All animals are creatures of habit. But human beings are the only animals that can choose to change. Unlike old dogs, humans can learn new tricks when they understand the principles involved in creating new patterns of behavior. Learn the key to evolving and succeeding in a rapidly changing world.



“He ‘lassoed’ the group at the start and kept them ‘hog-tied’ throughout the afternoon. He inspired, encouraged and made us think. We were reminded that we all have a purpose in life.”

**Beverly May, Medical Group Management Association**

“We could not have had a more appropriate message for our managers to take home with them. They have expressed how meaningful your words were to them. Preparation is so critical in your business, and you did your homework.”

**Clyde Fulk, Farm Bureau Insurance Companies**

“The enthusiastic feedback from our clerks and managers is a tribute to the extraordinary level of professionalism and dedication that you brought to the program.”

**Marvin Runyan, Postmaster General, United States Postal Service**

“The participants really enjoyed the hands on approach you took with your presentation. One evaluation from the conference said, ‘Jim Whitt was worth the cost of the conference alone.’”

**Cheyenne Cundall, Montana Stockgrowers Association**

[www.JimWhitt.com](http://www.JimWhitt.com)

918.494.0009