

## Principal Speaker: Jim Bottomley

Jim Bottomley is an entrepreneur, futurist, management consultant and professional speaker. Jim's unique thinking models enable both individuals and organizations to develop innovative plans for future success. For the past 17 years, Jim has worked with many different industries and government clients, concentrating on trend analysis, marketing strategy development, leadership and organizational change.

As an entrepreneur, Mr. Bottomley is a partner in the Breken Group combining strategic planning and marketing strategy development with award-winning integrated e-business solutions. Previously, Jim was a Principal with Entreco, a management consulting firm that merged in 2001 with Breken. Jim graduated with an Honors Business Administration degree from the University of Western Ontario and went on to manage marketing programs for Quaker Oats, from Cap'n Crunch to Life Cereal. He has taught over 25 different College and University level courses and has multi-sector experience in helping clients find consensus as to future direction, marketing & sales strategies and plans for organizational change.

Jim is unique in that he doesn't just specialize in one trend category, but through ***trend convergence*** provides greater insight into future potential. Jim helps clients look at their organizations' future in a fresh and involving way, with greater insight into successful marketing and human resource strategies, and the latest technologies to support them.

Jim is a gifted communicator, combining humor, high-energy and concrete examples to make the future less threatening and actions more innovative.

## CLIENT REVIEWS

Sessions are consistently rated at the highest level,  
serving to motivate, excite and inspire

*"The 2001 Convention was a great success. Many of the delegates have mentioned to us how much they enjoyed your presentation. I think it is safe to say that very few of our delegates would have considered applying trend analysis to developing their business plans – but they will now. We also appreciated the effort you put into researching our industry. It paid great dividends in the relevance it added to your presentation."*

*Canadian Electrical Contractors Association*

*"Everyone was really pleased, the staff thought it was wonderful. You did more than what was expected. This is by far the most interesting and informative session I've ever attended."*

*Victorian Order of Nurses*

*"We were able to recognize the opportunities and tools needed to be innovative and competitive in a change environment."*

*Tourism Association*

*"Jim's presentation was easy to follow and examples were easy to identify. He stimulated some personal 'aha' moments and his brain teasers were most helpful. We have a better understanding of trends and your presentation was helpful and interesting, placing labels on change experienced."*

*Social Planning Council*

*"Your research to learn more about the FCIDB and what is important to our membership and industry, both prior to the conference and by speaking to members and executive over the two days of the conference, was noticeable in your presentation. Your understanding of the business allowed you to take the information learned over the first day from other speakers, tie it together and relate it to our business in a way which was very informative and relevant. It is wonderful to have you come along to inspire, grow, develop and expand the boundaries we create."*

*Federation of Canadian Independent Deposit Brokers*