



Tom O'Toole OAM

Grit.
Guts.
As real as it gets.

Meet Tom O'Toole - author, inspirational speaker, business leader and founder of the famous Beechworth Bakery

Tom changes lives.

The thousands of people whose lives he has impacted typically say he is "real, captivating, unforgettable and transformational".

Tom is best known for his incredible entrepreneurial story on how he created Australia's most successful standalone retail bakery business. Employing over 250 staff with a turnover in excess of \$17 million and serving over 1 million customers per year, the bakery is testament to Tom's savvy entrepreneurship, drive and innovative business practices.

He is also much more than this and wears multiple hats in his life today. He has risen above his impoverished background to become an incredibly successful businessman, leader, author, mentor, ambassador and, of course, Australia's most unorthodox speaker. His grit and guts typify this charismatic baker from Beechworth.

Tom is a highly captivating and unforgettable speaker who has spoken to tens of thousands of people in Australia and around the World. His wealth of knowledge and wisdom has transformed their lives and businesses.

Tom is a real as it gets. He simply shares his story and experiences yet with great passion, and is famous for making his audiences laugh. He rekindles enthusiasm and inspires eagerness to change without audiences ever realising it until they walk out, totally energized and rearing to go. Packed with practical take away messages for delegates both at a personal and business level, every presentation is tailored specifically to the needs of the client.

Of course, Tom is still in business today and retains a majority share in the Beechworth Bakery business.

"Tom spoke at a recent quarterly business club meeting which we conduct called 'The School of Hard Knocks for Stressed Business People and Reluctant Entrepreneurs'. His presentation was lively and engaging, delivered with a lot of heart and soul, as well as good humour. He imparted a tremendous sense of passion for his business, fuelled by real entrepreneurial spirit. His total commitment to people, both team members and customers, really impressed. As a result, Tom inspired all of us to great heights in business and in life. I highly recommend him as a keynote speaker for any business function."

- Sharrock Pitman Legal

www.TomOToole.com.au

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Quick Reference Guide

Tom speaks to

- Corporate
- Retail
- Franchise Groups
- Small to large business owners / groups
- Universities & TAFEs
- Schools
- Community Groups
- Not-for-Profit organizations

Keywords most often used to describe Tom

- Unique
- Inspiring
- Dynamic
- Down to earth
- Confronting
- Entertaining
- Practical
- Influential
- Grounded
- Relatable
- Honest
- Enthusiastic
- Energetic
- Real

What would YOU like Tom to focus on in his talks?

Tom's two key areas are business success and personal development. He creates tailored presentations that can focus on either or combine the two. All his presentations are entertaining and inspire audiences to think clearly about their future and put in place the practical steps required to achieve their success.

What do audiences take-away from his presentations?

If your aim is to get your audience to think differently and change their behaviours, then Tom is the speaker to do this. Audience members will never forget him, and his messages will be remembered long after the event. Typical areas covered:

- Understanding the importance of having a clear focus and direction
- Leadership – If you are put in charge, take charge!
- The power of sharing knowledge and ideas
- Customer service – Are you really taking care of them?
- Feeling comfortable with change and getting outside your comfort zone
- Marketing – deceptively simple strategies and ideas
- Creating clear communication channels
- Investing in your 'self' and creating a continual improvement mindset
- The secrets of the Beechworth Bakery success, including innovative business process and practices around culture and marketing.

In fact, Tom is so popular as a speaker that many organisations and companies get him back time and again, saying they need 'another dose of Tom O'Toole'.

Are you ready to experience the most inspiring and unforgettable speaker you will ever hear?

Keep in mind:

Tom is happy to be a 'Media Tart'
- he is always more than willing to provide a quotation for a story, submit an article or work with you on any radio or tv interviews.

Deal Sweeteners

Client	Offer
Corporations / Companies / Community Groups	Free second talk at a community / charity group or school of their choice, or breakfast talk for major sponsor (Great PR for them!)
Any group	A baker's dozen of free books - if they are still hesitating to commit
For every potential client	Free book upon enquiry

List of happy clients include:





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Spectrum of Topics

- Why training is crucial to any business
- On the importance of being a beacon in the sea of sameness (branding)
- Customer service – Are you really taking care of them?
- Creating a leadership culture – If you are put in charge, take charge!
- Why and how to create meaningful and accountable goals
- You are either pulling together or pulling apart (team-work)
- Attitudes are contagious, and fostering great ones is fundamental to a great organisational culture
- Creating clear communication channels
- The secrets of the Beechworth Bakery success - innovative business processes and practices around culture and marketing
- Feeling comfortable with change and getting outside your comfort zones
- Why “doing that little bit extra” makes all the difference
- Dealing with change as your organisation grows and evolves
- On the importance of empowering your staff to take responsibility
- Community engagement and giving back - can you really afford not to?
- Understanding the value of having a clear focus and direction
- The power of sharing - don't re-invent the wheel when it comes to knowledge and ideas
- Marketing – deceptively simple strategies and ideas
- Investing in your 'self' and creating a continual improvement mindset

















Of course, this list is just meant as a starting point to show the general range of topics Tom is happy to cover. To ensure a perfect fit with your event, please get in touch via the website to discuss your requirements.

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Sound Bites

Tom's philosophy on achieving success is easy. Walking the talk, his maxims - borrowed from some of the greatest minds as well as hard-earned - are practical, down-to-earth ... and work.

-  If you wouldn't buy it, don't sell it.
-  Attitudes are contagious - is your's worth catching?
-  Nothing changes if nothing changes.
-  If it is to be, it is up to me.
-  Don't let someone else steal your day.
-  The most important thing about goals is having one.
-  Don't tell me what I am doing wrong, tell me what I am doing right.
-  Choose to be happy; it's as simple as that.
-  Goals are just dreams with dates.
-  Everything you want is just outside your comfort zone.
-  Take a risk, smile, live - don't just exist!
-  The person who does not take risks has nothing, is nothing, becomes nothing. Only the person who risks is truly free.
-  Enjoy your work – we all spend a lot of time there – so we might as well enjoy the experience.
-  If you're not getting what you want out of life, check your level of enthusiasm.
-  To become enthusiastic, just act enthusiastic – that's how simple it is. Fake it 'til you make it.
-  Be grateful.

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TomOToole.com.au/about/tom-in-a-nutshell/



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Introduction

[Tonight/Today] our special guest speaker is Mr Tom O'Toole, the baker from Beechworth.

Tom is at the helm of the immensely successful Beechworth Bakery, also known as Australia's Greatest Bakery.

Ladies and Gentlemen, would you please make welcome - Tom O'Toole...

