

9 BASIC Reasons to Hire Paul Heacock

Paul is not just a speaker, rather he is an expert who is an effective and engaging speaker. He is the author of ***BASIC Relationship and Leadership Strategies – Commonsense Ideas on How to Get Along Better with the Important People in Your Life***. This book, and the essence of the material in each of the related presentations, comes from his 50+ years' real-world experience as a leader, marriage partner, and parent.



1. **Believable** – Presentations and workshops are derived from the BASIC Relationship and Leadership Strategies book. These strategies are **practical and proven methods** for becoming better at all the key roles we play in life. These are strategies that Paul has **implemented in the real world**. Paul has “**walked the talk**” and is very passionate about the value of these strategies.



- “Contains wisdom anyone can access, whether one plans on becoming a leader of industry or just a better counselor, teacher, or parent.” – *U.S. Review of Books*
- “Paul draws from his considerable experience to guide us wisely toward making the relationships that matter to us better and more fulfilling and helping us to be more thoughtful, careful, discerning leaders. Along the way, he reminds us of ideas and strategies that we have foolishly stuck on a back burner – to our detriment.” – *William D. Tammeus, Columnist, National Catholic Reporter and The Presbyterian Outlook*

2. **Actionable** – the ideas and concepts in each presentation are ones that **can be implemented immediately**. No empty theory – real and practical advice and strategies.



- “Paul does an outstanding job of explaining these basic psychological and emotional intelligence principles in easy to understand language.” – *Pamela Patton, B.A. and M.Ed. in Counseling Psychology*
- “When these easy to understand principles are put into practice they can improve our relationships with people who are important to us in our personal and professional lives.” – *Richard Kline, EVP (Ret.) Cameron Insurance Companies*

3. **Accessible** – Paul also includes his personal contact information on all materials and is **available for no cost follow-up support to all participants**. Supporting handouts are available for reproduction as follow-up reminders. In addition to the handouts, Paul’s book is also available for subsequent refreshing of the content.

- “Paul truly delivers on his promise to provide commonsense ideas on how to get along better with the important people in our life.” – *Brad Fowler, CEO, Cameron Insurance Companies*

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4. **Simple** and **Straightforward** – the content is simple, yet powerful and easy to understand, remember, and implement.



- “The BASIC mnemonic makes it easy to remember the ideals of a strong, caring leader. As a former employee, I watched Paul put his BASIC ideas to work daily.” – *Joe Van Haecke, Des Moines Public Schools*
- “A simple, but masterful piece on how to engage with others as a leader.” – *Major General Tony Taguba (Ret.) U.S. Army*

5. **Substance** and **Style** – Paul is **more than a “motivational speaker”** – rather **he is an “implementation speaker”**. Each presentation is full of energy and humor as well as valuable and usable content.

- “I had no doubt you would be excellent on the subject, but I was not prepared for your enthusiasm and energy. You had us all laughing, nodding, and participating all of the way through.” – *James Landrum, Executive Director, Harry S. Truman Neurological Center for Children (TNC Community)*
- “Paul takes what many others speak about and presents it in ways anyone can understand.” – *Dick Brooks, Owner, Sandler Training*

6. **Informative, Inspiring** and **Interactive** – Paul shares **real life** examples that **bring the lessons to life**. He also **involves the audience**.



- “Entertaining and good ideas – is there a better combination? Paul is an accomplished speaker with a great topic and great stories. The thought provoking manner in which he presents his ideas will have you reflecting on your life and career.” – *Dale Hotze, Managing Director, AFM International*
- “What I learned, even at 91 years old, was great.” – *Marge Culliton, Grandmother of 9*

7. **Investment** – Your investment in Paul **will pay off right away** by reminding participants of many strategies they already know and offering some new tools to help them be better in all their roles.

- “A product of significant insight” – *Maria Hunt, PhD. Professor of Psychology, Avilla University*
- “After listening to Paul’s presentation, I not only bought a copy of his book for myself, but also bought copies for my two young adult children so that they could benefit from Paul’s insights.” – *Scott Forland – Chief Operating Officer & Corporate Secretary, MutualAid eXchange Insurance Companies*

8. **Concise** – The material is **an accurate synthesis of a treasure chest of scholarly work**, uniquely condensed, and presented in an honest and conversational style.



- “A massive amount of knowledge on leadership and self-improvement boiled down into a concise format.” – *Sean Pitcher, CEO, Maximum Processing*
- “A cogent and concise discussion on the fundamentals of good leadership.” – *Colonel Tom Dials, (Ret.) U.S. Army*

9. **Customized** – Each of the presentations can be customized to incorporate your organization’s theme, vision, and language.