

Michael Broome



In the beginning...

Michael quips, "I was a poor student because I suffered from ADD-HD (Attention Deficit Disorder in *High Definition*). Eventually, I learned to turn my daydreams into worthwhile dreams." Michael Broome earned a BA from Appalachian State University. Through independent study, he designed his major in leadership and public speaking and was twice elected student government president. Upon graduation, he started several entrepreneurial endeavors (one was selling cookware door-to-door) and began addressing any crowd composed of two or more. Since 1979 he has addressed over 3,000 audiences throughout the world.

Michael chose the speaking profession because of his passion to inspire people to maximize their potential, be servant/leaders, achieve a life balance ...and he loves the applause. His commitment to training is demonstrated by the Broyhill Leadership Conferences of which he is founder and president. Over 29,000 participants from throughout North America have attended these weeklong conferences where they are taught the principles of achievement. For many, it is truly a life-changing experience.

Speaking of Michael...

He has addressed events as diverse as The Million Dollar Round Table, a Congressional Dinner, and an Annual Goat-Dipping. His vast speaking experience enables him to appeal to virtually any type of audience. Michael says his presentations are like baths – the effect may not last forever but everybody needs one.

Forty percent of Michael's audiences are from the ranks of management; forty percent are sales professionals; and the remainder runs the gamut from prison felons to the Girl Scouts. Having shared the podium with noted speakers and celebrities, he has only been upstaged by an orangutan. His talks are punctuated with clapping, laughter and an occasional "Amen." When asked if humor is necessary in a speech, Michael replied, "It is for me if I want to be paid."

Philosophy...

Through the years Michael has been guided by the words of a mentor who advised, "If your philosophy of success doesn't work in your life, don't export it." Most audiences sense whether the speaker walks the talk. Michael only advocates principles that he believes and practices. Even his staff will testify that he genuinely practices what he preaches ... most of the time.

Though he advocates optimism, Michael does not believe everything is always "GREAT!" Life can be difficult. He acknowledges problems, challenges his audiences, and offers realistic strategies. In addition to contemporary examples, Michael develops many of his strategies from historical references. His library bulges with volumes of biographies about people who made a difference. He teaches that if we fail to learn from the past, we will repeat its mistakes in our vocation and life. A critic once told Michael he quoted too many dead people who aren't relevant to what's new. So Michael quoted another dead person: "There is nothing new in the world except the history you do not know." (Harry Truman)

In his book, *Be a Liver of Life, Not a Gallbladder*, he sums up his philosophy, “The ultimate success is when our life overflows with things that money cannot buy.”

Family...

He and his wife, Karen, have three children – Merica, Olivia, and Caleb. They are active in their faith and have created a summer camp for teens from residential homes and foster care. Their home is nestled in the middle of their 1,500-acre farm. Michael says farming is the most satisfying way he knows to lose money. As an avid conservationist, he protects the flora and fauna and creates habitats for the species Karen says is most similar to her husband – the wild turkey.

Video =

<https://www.youtube.com/watch?v=t0BuicV6nal#t=16>

<https://www.youtube.com/watch?v=dgEqX7FFfsk>

Topics

To meet your objectives, you may want to choose topics from each presentation, like a buffet. “I’d like some of those, a lot of this ... but don’t say anything about that.”

Michael’s speech titles:

Tough Times Call for Tough People

Adversity, discipline, goals [45 to 120 minutes]

Michael has good economic news. Since 1787, our nation has survived 23 recessions, 3 depressions, a civil war, and 2 world wars. History and logic conclude that those who swiftly adapt will survive our present economic calamity.

With inspiring examples and humorous anecdotes he explains that we should always prepare for tough times; it’s the price we pay for the incredible benefits of a free market. Michael acknowledges problems and offers realistic strategies. He challenges audiences by asserting, “Attitude is not everything. Attitude and competence is everything.”

All boxers expect to take some hits. Michael praises the tenacity of people who take blows, pick themselves up, and make things happen. They search adversity for lessons and embrace the hard truths they find. We can’t conquer what we don’t confront. Truthful assessments can transform our greatest weakness into our greatest strength.

Even in weak economies, products and services are still needed. The question is: who will provide them? The answer: the greatest servants who increase their competence and are motivated by compelling visions. Visions create the discipline to set specific goals, practice delayed gratification, and do promptly what you’d rather not. If you have to swallow a worm, don’t look at it too long.

Michael’s most responsive audiences are those facing difficulties. If it’s been a while since your people gave a standing ovation, try this presentation.

The People Business

Customer service, teamwork and leadership [45-120 minutes]

Regardless of your profession, Michael says “we are all in the people business.” He gives applicable ideas and comical examples about enhancing customer relations. Prospecting is important, but not as important as strengthening the bond with the most likely source of new business – existing customers.

Our ability to meet customer expectations increases through collaboration with peers. These partnerships occur when we bridle our ego, acknowledge others’ skills, and celebrate their successes. Solution-oriented people seek the company of others who are wiser and more accomplished.

They also understand the value of accountability. As a result, they have colleagues, friends, and family to whom they can say, “I like myself better because of the person you have helped me become.” We all have blind spots, and sometimes we need others to open our eyes.

Solution-oriented people know when to adhere to advice and when to lead by conviction. They know leadership is more than standing up and screaming “charge!” It is shown by the quiet way we demonstrate our empathy and values. It’s refining our ability to listen and persuade, critique and praise, and laugh at our foibles. It’s continuing to improve our people skills, taking responsibility in challenging times, and committing to causes greater than ourselves.

This program is emotionally powerful, intellectually penetrating, and spiced with the spontaneous good humor that is Michael’s trademark.

Everything’s Coming Up Neurosis.

Stress management, conflict resolution, family harmony [45 to 120 minutes]

Michael says, “Stress is being stuck in a morning traffic jam after you’ve had three cups of coffee and a bran muffin.” Today’s mandate to accomplish more in less time leaves many striving to cope. Michael suggests ways to manage fear, depression, pessimism, and anger. Truly, we become what we think about.

Stress also results from relationships: the cranky boss, irritable coworker, and moody teen can rob us of joy. We pay emotional costs for snapping back, being too critical, withholding forgiveness, and obsessing on others’ shortcomings. Our first focus should be on what others do that is right. This is especially true at home.

A loving home rejuvenates the soul and enables us to deal more effectively with job pressures. Michael says, “All families have some degree of dysfunction because people are like porcupines. The closer we get to one another, the more likely we are to stick each other.” He gives specific strategies to reduce the number and the intensity of conflicts. Michael says it’s impossible for his 26-year marriage to end in divorce, because if his wife leaves him ... he’s going with her!

In a nation that nearly consumes its weight in antacid pills, this presentation showcases the greatest stress reducer – laughter