

# Tom O'Toole

## *Founder of Beechworth Bakery*

Tom O'Toole is the charismatic and inspirational Baker from Beechworth. His bakery has become one of Australia's greatest business success stories.

Beechworth Bakery has become the highest earning single bakery retailer in Australia, the winner of National & State Marketing & Business Awards and his business model is being emulated around the world.

Tom took on a bakery in a small, dying and isolated county town with a population of 3,000 people and guided it from two staff to 200 full and part timers; from an annual turnover of \$100,000 to in excess of \$15 million, making Beechworth Bakery one of the top-selling retail bakeries in the Southern Hemisphere; to serving well over \$1 million customers per year at 6 stores located in Beechworth, Albury, Ballarat, Bendigo, Healesville and Echuca; and to the rebirth of a community.

Tom's passion for spreading the word on motivation and achievement has resulted in speaking engagements throughout Australia and overseas. His passionate, witty and natural way of presenting means that Tom is now in constant demand as a speaker. In sharing his story, Tom takes audiences on a journey full of practical real-life examples, illustrative visuals and take-home messages that are easily actionable

Tom is a self-confessed kindergarten drop out. Poorly educated as a child and from an impoverished childhood he has experienced the lowest of lows but is now a beaming icon of an entire industry. Tom O'Toole is one of a kind, and all Australians who own a business owe it to themselves to get a dose of his insights.

Beechworth Bakery's guiding motto for quality control is, 'If you wouldn't buy it, don't sell it' but it's their service vision that lifts them above the crowd.

## *Tom O'Toole talks about:*

- Employee Motivation
- The need to invest in yourself
- Getting out of your comfort zone



- Refusing to be ordinary
- Leadership / Team Leadership
- Importance of on-going learning & training
- Marketing / Branding
- Business Innovation
- Customer Service
- How to grow a business
- Setting and achieving goals
- Team work
- Training
- Motivation / Inspiration
- Mental Health & Wellness
- Helping Communities in Crisis

## Client testimonials

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“ Excellent... Exceeded all our expectations – hilariously fun & motivational yet filled with numerous business tips & words of wisdom. Reaches all levels. Highly Recommended.

- **WA Tourism Commission**

“ Tom’s message was perfect; it was like we had scripted him. Perfect speaker for any franchise group.

- **Nandos**

“ Excellent. Tom’s presentation was inspirational and entertaining. He captured the attention of a young group of managers and held their focus for over the hour he spoke.

- **McDonalds**

“ Tom exuded high energy and passion at our recent Staff Awards night. He delivered his content in a unique way which resonated with our staff who mostly come from small country towns. Tom set the scene of a young man with big dreams and how perseverance, passion, customer service and having the right team around him helped him to create Australia’s most successful bakery.

- **GrainCorp Limited**

“ There are motivational coaches, there are management consultants, there are get up and go gurus everywhere but there's only one Tom O'Toole. He gets on with the job with a method, motivation, and modus operandi which can be applied way beyond his own business to almost every situation in building team spirit, making things positive and getting the job done.



**- Hon. Tim Fischer (Former Deputy Prime Minister)**

“ In the 12 years of the conference Tom was the most inspiring motivational speaker to ever present at the conference.

**- Liquor Stores Association**

“ Personality plus. Great character. Great presentation. Excellent message. Unique style. Among many excellent presentations, yours was the highlight of the Conference.

**- Retravision**

“ Excellent. Tom’s delivery of his presentation was very powerful, his passion for excellent customer service whilst recognising his value staff made an impact on our franchises.

**- Foodco**

“ Excellent. Tom struck a chord in every one of the 300-odd audience, from leaders in the business community through to owner-operators and teenage employees. His story is inspiring, his delivery engaging and his message uplifting. I would definitely recommend him as a speaker both to large companies seeking to motivate their staff and to community groups looking to empower and unify local traders.

**- Midland Marketing**

“ Excellent. Tom’s inspirational story, his genuine enthusiasm and his unique style had even our most cynical staff hanging on his every word.

**- Casino RSM Club**

[VIEW SPEAKER'S BIO ONLINE](#) 

[VIDEO OF SPEAKER](#) 

