

Tom Potter

Founder, Director & CEO, Entrepreneur, Franchise Expert & Corporate Speaker

A speaker with the WOW factor! Someone who can relate to the audience and leave them with two or three brilliant gems and make them laugh. Tom Potter's point of difference is that he has been there and done that in business.

Tom has served on various boards and commissions and advised Federal Government on policy. His straight forward and direct approach has taught him to cut through the clutter and get to the point for the best outcome for your audience. He competed and beat the



biggest in the world with tough strategic skills and guerrilla marketing. Tom left school at 15 to become a baker, then started Eagle Boys and went on to graduate top of his class at Harvard Business School at age 31. His inspirational story will allow your audience to learn from his highs and lows in business.

Tom Potter Talks About

- Change Evolve Thrive
- How to differentiate in a vanilla world
- Beating the big boys
- What marketing really works for you?
- Looking through your customers eyes What they really want
- How to stand out like a zebra amongst horses

Testimonials

Tom really did his homework, and communicated really well before, during and after the event. I was particularly impressed with the care he took to make his talk relatable to the issues faced by our clients right now, and how he could help in that regard. He took the time to arrive early, and sit in on a few modules from the event to get the feel of the audience, which took his talk to the next level. He even participated in the lunch, mingling with clients and getting to know them. The clients fed back that he was an awesome guy, very down to earth and generous with his time. His talk was world class, humorous, topical, heartfelt and punchy. Personally, it was my favourite part of the event. I was blown away by his professionalism and commitment to excellence.



- Profitable Tradie

- "Tom is an exceptional storyteller, blending insight, experience, and humour seamlessly. His story is real and offers valuable lessons in perseverance and the importance of learning from both successes and setbacks. Thank you, Tom, for playing a pivotal role in our annual conference.
- MGA Insurance Group
- Tom is a dynamic and exciting speaker who uses his own anecdotes and experiences to entertain his audience while delivering some valuable business messages.
- Liquor Services Group
- "Because of his style and humour, Tom has a gift of being able to speak to audiences from all walks of life. Tom draws the audience in by sharing with them hi life's trials and tribulations, the good, the bad and sometimes the ugly.
- Heritage Building Society

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