

Tom Potter

Founder, Entrepreneur, Entertainer

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's point of difference is that he has been there and done that in business.

Tom's Story

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.

More about Tom Potter:

- 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.

Client testimonials

“ Thank you so much for sharing your trials, tribulations and successes at the Business Liaison Association Business Lunch in Cairns recently. We have received a great deal of positive feedback on your witty and informative presentation, and the event created a high profile impact for both BLA and Eagle Boys.

- **Business Liaison Association (Cairns)**



“ Your presentation was very entertaining, inspiring and enjoyed by all....as one of the most engaging speakers I have heard, I would be delighted to recommend you to be part of any conference.

- Australian Pork Limited

“ 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

“ His communication skills with the crowd were second to none and immediately after his address we received nothing but positive feedback.

- Albury Northside Chamber of Commerce

“ The reception that Tom had from our audience was great - he was engaging, funny, and related his story back to our themes and needs impeccably. We have had nothing but positive feedback from his session and would not hesitate to recommend.

- Fiducian Portfolio Services Limited

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