

THOMAS CRUM

*Turn Your Life of Work
into A Work of Art*

Thomas Crum Associates

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“Tom Crum and his programs are the greatest!”

Ken Blanchard, Ph.D.
co-author of *The One Minute Manager* series



Change is coming at us at unprecedented speed. In this information-overloaded, technology-exploded, relationship-eroded world, “burned-out” and “stressed out” are rapidly becoming the norm. Acclaimed as much more than “just another speaker,” author and educator Thomas Crum will teach us real skills to balance our lives and to turn the stresses and conflicts of today’s changing world into vitality and powerful relationships. And, he will do it in a directly applicable and visually enlightening program. Learn principles that apply not only in the office, but also at home, or wherever you choose to spend your leisure time. Experience mind/body skills for relaxation, heightened awareness, and clearer focus that will enhance peak performance in an ever-changing world without increasing stress. Come learn how to dance on a shifting carpet!

In all presentations, the audience is given hands-on exercises in a spirit of humor and congeniality. People come away recommitted and refocused, with new tools for handling conflict and creating powerful relationships.

Popular options include keynotes, half-day introductory programs and full length one- to two-day workshops on the following:

- Conflict and Change Management
- Stress Management
- Team Building
- Leadership Training
- Peak Performance

Tom will create a presentation designed to fit your specific needs.



Thomas Crum is the author of *Three Deep Breaths* (Berrett-Koehler), *Journey to Center* and *The Magic of Conflict* (both published by Simon and Schuster), and founder and president of Thomas Crum Associates. His **Magic of Conflict** approach, to turn conflict into opportunity and our lives of work into works of art, is known worldwide through the many workshops Tom has conducted for management and employees at all levels in corporations, government and non-profit organizations. His most recent contribution for the workplace is his **Three Deep Breaths** presentation, designed to turn stress into vitality and power.

Tom's major corporate clients include Amgen, Diebold, SONY, Alcan, Sandia National Labs. Intel and the U.S. Government. He is a popular keynote and plenary presenter, with appearances at many international conferences and associations including the American Society of Training and Development, Franklin Covey, the Ken Blanchard companies, Systems Thinking in Action and Global Institute for Leadership Development

Tom has taught Aikido, a graceful martial art which uses energy rather than force to resolve conflicts, for three decades. Thomas Crum includes principles and movements in Aikido, Tai chi Chuan, Qi gong, and other mind-body arts in his presentation, creating an experiential approach to teaching conflict resolution, stress management, and leadership for the 21st century. Tom is a peak performance and life coach, working with executives, athletes, and the general public.

Tom's work is not only applicable to business, but to every aspect of our lives — relationships, family and athletic performances. And, for those among us who like to ski or play golf, Tom hosts residential programs in his hometown of Aspen, Colorado integrating his work with these sports.

Sampling of Clients

Aspen Skiing Corporation — SwissAir Cargo — Singapore Police Dept. — Raytheon — Washington Mutual — Purina — Simmons Bedding Company — Digital Equipment Corporation — Glaxo, Inc. — Syva, Corp. — U.S. West Direct — U.S. Dept. of the Interior, Denver, CO — Chase Manhattan Bank — Blanchard Training and Development — Steven Covey Associates — Red Lion Inns — Compaq Computer — Bel-Air Hotel, Beverly Hills — Osco Drugs — Farley Industries — Coldwell Bankers — Aetna/ Canada — Southwest Airlines — ATT — Interface — Adolph Coors — Proctor & Gamble — Mountain Travel Symposium — General Electric — U.S. Western Management Development Center — IDS, Inc. — Wm. M. Mercer, Inc. — Association of Humanistic Psychology, Washington, DC — Colorado Institute of Conflict Resolution and Creative Leadership — American Society of Training and Development — Association for Supervision and Curriculum Development — Young Presidents' Organization — Kaiser Permanente — American Academy of Family Mediators — Nestle — National Wellness Association — Rocky Mt. Rendezvous — National Association of Fleet Administrators — American Academy of Dental Practice -- Minnesota Dental Association — Kansas City Dental Association — Holistic Resource Management Organization — Blue Cross/Blue Shield of Virginia — U.S. Government, Treasury Executive Development Institute — City of Albuquerque, New Mexico — United States Air Force Academy — National Forest Service — City of Boulder, Colorado — TI-IN Network — Unity Churches - Denver, Austin, Houston, Seattle, Sacramento, San Francisco — Church of Religious Science - Denver, San Diego, Huntington Beach — Mercy Hospital — Church of Today - Detroit, San Diego — Chevron Oil — Catapillar Corporation — Dansk Kursus Magazine, Denmark — Institute for Personnel Management, South Africa — Bank of Norway



MAGIC OF CONFLICT

A Presentation by Thomas Crum

Turn Your Life of Work into a Work of Art

The **MAGIC OF CONFLICT** Approach

The Magic of Conflict approach is a way of thinking and a way of living. It is an antidote to the intense personal and professional pressures of modern society: a set of simple techniques and powerful communication processes to help the individual master conflicts and turn frustration into fulfillment. From overcoming apathy to understanding how conflict can be an opportunity for choice and change, the approach turns mind-body integration principles into powerful tools. Struggle becomes success, conflict becomes strong relationships, and life at every level — home, office, personal, political — becomes a work of art.

The **MAGIC OF CONFLICT** approach will enable you to:

- Use conflict as an opportunity to grow and to change
- Be calm and centered in any conflict
- Deal with pressure effectively
- Achieve balance in a frenzied life
- Understand true power and how to cultivate it
- Break through from mere success to quality and peak performance
- Be *tough on the issue, soft on the person* in conflict
- Turn an adversary into a partner
- Chart a precise action plan for effective communication
- Co-create viable solutions while honoring all sides

A **MAGIC OF CONFLICT** presentation can be tailored to meet the needs of your organization in a variety of lengths ranging from keynote through two-day workshop formats

*The quality of our lives depends not on whether or not we have conflicts,
but on how we respond to them.*

Thomas Crum



Three Deep Breaths

A Presentation by Thomas Crum



Finding Power and Purpose in a Stressed-Out World

Unmanaged stress is a 21st century epidemic. Traffic jams, technological change, information overload, time-crunch, exhaustion, performance anxiety, emotional roller-coasters, relationship difficulties and other stressors can jeopardize our health, our creativity, our productivity, and our vitality.

According to the American Institute of Stress, unmanaged stress costs the US \$300 billion annually. Statistics indicate that 75-90% of doctor visits are stress related, and approximately one million workers are absent every day due to stress. Stress is a major economic and performance issue for all businesses.

A **THREE DEEP BREATHS** presentation by Thomas Crum will enable you to turn:

1. Stress into vitality
2. Pressure into power
3. Anxiety into relaxed awareness

A **THREE DEEP BREATHS** presentation will achieve four goals:

1. To provide participants with a clear, concise, and useable framework for understanding what stress is, based on the latest scientific evidence, and how to utilize stress to create greater health and performance.
2. To produce an individualized assessment for each person of his or her mental, physical, and emotional stress generators, reactions, tendencies.
3. To share specific tools, processes, and practices to support participants in managing and controlling each of their stress generators.
4. To establish an on-going support system to assure integration of the practices in their daily life.

Turning stress into vitality is an opportunity for everyone. But it takes understanding, an attitudinal/perspective change, and a consistent change in behavior over time. Thomas Crum's **THREE DEEP BREATHS** presentation will create the capacity for this to occur and can be tailored to meet the needs of your organization in a variety of lengths ranging from keynote through two-day workshop formats



You are a WOW of WOW's! I love you and your greatly inspiring teaching techniques. I am deeply appreciative of your phenomenal talent, work and mastery. I want my entire team to take your training.

Mark Victor Hansen, co-author of the #1 New York Times and USA Today Best Selling Series *Chicken Soup for the Soul*.

Tom, thank you very much! Everybody loved the conference, especially the day we spent with you. The whole company is talking about it.

Michael Eisner, Chairman and CEO, The Walt Disney Company

Your keynote session on "The Magic of Conflict" was clearly a Conference highlight! I thank you for your outstanding contributions of time, expertise, and commitment to the world of human resources.

June Baldino Siegler, Conference Director

American Management Association 65th Annual Conference

Truly great performance of individuals, teams and organizations requires clarity of purpose and building effective relationships. Tom's work opens those doors.

David Humphreys, CEO, Hicks Financial Solutions

Tom Crum's Magic of Conflict program stands head and shoulders above all others. It will give you a powerful new perspective on conflict. You'll learn skills that can actually help you build relationships, even while taking an unpopular or opposing stand.

Ken Blanchard, Ph.D, CEO, management guru and co-author of *The One Minute Manager* series



JOURNEY TO CENTER

September 11 – 15, 2006

Journey to Center is a five-day residential program offered annually by Thomas Crum and held high in the stunning Rocky Mountains during the fall colors. The program combines full-group sessions, small-group discussions, movement exercises, role playing, and storytelling to create a dynamic, entertaining, and enlightening exploration of the Magic of Conflict approach. The program will draw upon material from Tom's latest book, *Three Deep Breaths: Finding Power and Purpose in a Stressed-Out World*.

Tom Crum and his team have created a seminar unlike any other I've ever attended. The idea of using martial arts techniques to illustrate principles of communication and conflict management has a powerful and lasting effect on attendees. The mind-body connection coupled with the clarity of the illustrations he uses and the stories he tells, create a take-away which continually comes to mind in numerous business settings. This is without a doubt the most beneficial seminar I've attended in my 25+ years as a professional.

Darwin Niekirk, Senior Director
Business Management Development
Coors Brewing Company

If you can only attend one workshop this year I unconditionally recommend the Journey to Center. It can transform your life so that your personal professional relationships are more meaningful.

Jim Goebelbecker,
Senior Organizational Development Analyst,
Danvers Savings Bank, Danvers, MA