

Head office:  
ICMI Speakers & Entertainers  
ABN: 42 114 669 224

(PO Box 2311)  
Level 2, 159 High Street  
Prahran, Victoria 3181

Ph: 61 (0)3 9529 3711  
Fax: 61 (0)3 9529 4573  
Toll Free: 1800 334 625  
Email: [icmi@icmi.com.au](mailto:icmi@icmi.com.au)  
Web: [www.icmi.com.au](http://www.icmi.com.au)



*Incorporating Olympic Communicators  
Under licence from the Australian Olympic Committee*



## TOM O'TOOLE BUSINESS SUCCESS

*"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, Australia)**

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

**Federal President – Liquor Stores Association**

Tom O'Toole is the charismatic and inspirational 'Baker' from Beechworth. He has built his bakery into one of Australia's greatest success stories.

Tom shares how he took on a bakery in a small, dying, and isolated county town with a population of 3,000 people: from two staff to 70 full and part timers; from an annual turnover of \$100,000 to in excess of \$3 million; now serving well over 600,000 customers per year; and the rebirth of a community.

Tom's Beechworth Bakery has become the highest earning single bakery retailer in Australia, and winner of National & State Marketing & Business Awards. His business model is being emulated around the world. Tom has now opened successful bakeries in other parts of regional Victoria including Bendigo, Albury, Echuca and is soon to open in Healesville and Western Australia.

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.

**"My bread is probably no better than the rest,  
but our service vision lifts us right out of the crowd."**

### TOM'S PHILOSOPHIES

- If you wouldn't buy it, then don't sell it
- Attitudes are contagious
- Nothing changes if nothing changes
- If it's to be, it's up to me
- Don't let someone else steal your day

Tom preaches a constant philosophy on quality of product and service. Ever-changing quotes appear around the working environments of the bakery and in the staff newsletter. He believes that if staff are to perform, they must be a part of this culture.

Customer service training for staff includes extensive ongoing education programs in tourism marketing, business planning, Aussie Host and industry exchanges from Australia and Overseas. Product knowledge is shared extensively in Australia and Overseas through visits to other bakeries and visiting bakers.



## **TOM - SPREADING THE WORD ON BUSINESS & COMMUNITY RENEWAL**

Tom's passion for spreading the word on motivation and achievement has resulted in a natural 'metamorphosis' with speaking engagements throughout Australia and overseas.

His passionate, witty and natural way of presenting has caused much interest. Tom is now in constant demand as a speaker.

*"It is clear from the attitudes of your staff and customers that your approach to quality service is very effective, and stands as an example of what can be achieved if the commitment is there....."*

### **Quality Council**

Under Tom O'Toole's management and direction the Beechworth Bakery has achieved job creation, annual income and cash flow that few retail bakeries outside our capital cities would hope to achieve. Tom's business is often used as a case study in how his success has been a result of:

- Quality products
- Energetic merchandising and marketing
- Emphasis on quality and customer service
- Ongoing staff training and motivation

## **CLIENT FEEDBACK**

*"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**

*"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**

*"Great story. Everybody loved him"*

**National Mutual**

*"Excellent. Very motivational – good to finally hear from someone who is practicing what he preaches & has the runs on the board."*

**Terry White Chemists**

*"Excellent. Tom's animated style in delivering his message (on how to improve business) was both insightful & hilarious – It was the tonic we needed."*

**The Age**

*"Tom really spoke our audiences' language. The perfect Conference Opener"*

**Weatherbeater**

*"Very entertaining and with an excellent message"*

**Building Design Association National Conference**

*"Extremely well received and related well to our membership base"*

**Nursery Industry Association**

*"Tom is an inspiration. He was just the tonic we needed"*

**Flinders View United Traders Association**

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

**Retravision**

*"Outstanding, well presented and entertaining. He also got the right messages out"*

**Mildura Rural City Council**

*"Excellent. Fantastic speaker, very unique style. Delivered great thought provoking insight in a extremely entertaining manner – rated our best speaker in formal feedback."*

**CRT Town & Country**

*"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**

*"He was chosen for a purpose which he fulfilled perfectly"*

**Harvey Norman**

*"The staff found Tom highly motivating, interesting and with many great take home messages"*

**The Big Gig Event Co.**

*"Fantastic message, very popular with the audience. All the country people want him to visit their shires to do the same for them."*

**Hoo Marketing Pty Ltd**

*"A Super-Charged presentation"*

**United Travel Agency Group (UTAG)**

*"Everyone loved Tom and learnt heaps from his presentation"*

**First National Real Estate**

*"Tom really set the mood and gave us a great start to the Conference"*

**Department of Industry and Trade**

*"Quirky, Compelling, Energetic – A sensational Speaker"*

**Young President's Organisation**

*"Brilliant! A true rough diamond. Fantastic. We loved him!"*

**Gelco Consulting Pty Ltd**

*"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**

*"Excellent. Very enthusiastic and down to earth with real life experiences."*

**Wendy's Super Sundaes**

*"Excellent. Tom captures your attention immediately with his very natural & down to earth approach. A very strong message that everyone can receive & act upon. "Don't let the dreamtakers steal your dream."*

**Lorraine Lea Linen Pty Ltd**

*"Excellent. Tom's enthusiasm while stating the basics of service to gain customers and grow a small business was exactly the right way to get the message through to the members."*

**Restaurant and Catering Australia**

*"Excellent. Enthusiastic, demonstrated the success a small business can experience by being prepared to take risks and give the public what they want. Portrayed the feel of real attitude that customers want. Hopefully gave our attendees some vital motivation for acting on ideas, and yes, being daring."*

**The National Association of Charitable Recycling Organisations**

*"Excellent. Tom's energetic and down to earth style really struck a chord with our members. A story full of impact with a ton of messages for retailers."*

**Paint Right**

*Tom was a terrific speaker, and provided a very lively diversion from the technical content of the Conference.*

*His dynamic style and obvious passion for what he does kept many in the audience on the edge of their seats throughout the presentation.*

**William Buck**

**Tom has also spoken for many other organisations, including:** One Steel Market Mills, Stihl Pty Ltd, Brumby's Bakeries, Australia Post, ANZ, Commonwealth Bank, AXA, Tabcorp, PricewaterhouseCoopers, Holden, and many many many more.....