

Matter More with Tom Hayes

Speaker, Co-author of *Relevance: Matter More* and Advertising Agency Founder

Learn to fight the forces of commoditization so you can matter more.

Across the country and around the world, the forces of commoditization have created a race to the bottom where all that matters is how much cheaper your product or salary is compared to the competition. By learning the relevance mindset, you can rise above the fray and chart your own course and define success on your own terms.

Today, being good isn't good enough. You need to be relevant.

Tom Hayes can help your group learn what it takes to truly matter more in this world. As a thought leader in advertising and marketing, Tom Hayes combines his wide-ranging experience and hard-won wisdom to provide a road map for helping people, organizations, and products rise above the ordinary in order to become truly relevant to others.



Tom puts principles to work in every presentation.

With his co-author, Phil Styrlund, Tom has identified four dynamics that allow people to matter more in both their personal and professional lives: authenticity, mastery, empathy, and action. In his speaking, Tom puts these principles to work to help others.

authenticity

Tom puts his one-of-a-kind DNA on full display in every presentation. With a hearty mix of wit, wisdom, passion, and pathos, Tom shares the explorations of his curious mind to inform, entertain, and inspire.

mastery

From his years of working with youth to his decades of experience collaborating with some of the nation's most respected corporations, Tom has developed an effusive and engaging presence. As a master storyteller, Tom uses his verbal and physical skills to bring concepts to life with compelling slides and moving stories.

empathy

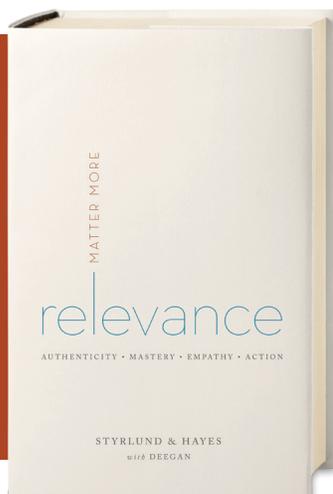
As an evangelist for mattering more, Tom has a remarkable ability to stand in the shoes of his audience. From schoolteachers to bankers, Tom has been able to show how his message applies to people in all walks of life as well as to their companies, brands, and products.

action

Whether the presentation is a fraction of an hour or multiple hours, Tom's energy generates excitement throughout his audience. The well-crafted pacing of his presentations uses stories, practical lessons, and engaging participation to hold listeners from start to finish.

Tom doesn't give speeches; he creates launch pads for people to achieve relevance.

From his first words, Tom invites his audience to join him on a journey to relevance that continues long after his presentation is finished. The message Tom shares is not merely inspirational and practical; it is also so applicable that ultimately people find themselves using it at home and at work almost immediately.



Tom Hayes can bring the power of relevance to your group.

Tom is available for keynote presentations, training, and consultations. He's ready to help your organization matter more in a matter of hours. To learn more about Tom and his new book, *Relevance: Matter More*, visit:

Tom's Website:

tomhayesmattermore.com

Book Website:

relevancemattermore.com

Facebook:

facebook.com/tomhayesmattermore

Twitter:

[@mattermoretom](https://twitter.com/mattermoretom)

To schedule time with Tom or arrange for him to help your organization, email at tom@tomhayesmattermore.com or call (612) 791-5461.