



Jim Bergquist

Founder - Owner

Creative Business Futures, Inc.

Jim Bergquist enjoys a distinguished career as an executive coach, meeting facilitator, course leader and public speaker. His career began as a classically trained musician and performer. Keenly interested in the breakthrough possibilities of applied human creativity and its future implications for humanity, Jim engaged in the real possibility of bringing global poverty to an end.



Jim worked with The Hunger Project, a United Nations non-profit NGO committed to eliminating hunger and malnutrition world-wide. As a Hunger Project leader, volunteer coordinator and coach, his considerable experience in empowering people to create positive change, led to his forming his own consulting firm.

Jim founded **Creative Business Futures, Inc.**, in 1983, to specialize in Executive and Team Coaching in the context of "cultural transformation". Jim is expert at coaching leaders and their teams in generating breakthroughs, using a methodology known as ***The Extraordinary Technology of Being™ (XToB™)***. This method is designed for unleashing employee creativity, productivity and enhancing overall team effectiveness.

A series of best selling training videos and books labeled FiSH!, featured one of Jim's long- time clients. In 1986, Jim began coaching a failing fish market that is now the **World Famous Pike Place Fish Market** in Seattle, Washington. First he coached them in developing a "Culture of Empowerment" and then in fulfilling their vision to be *"world famous - in a way that makes a difference in people's lives."*

Pike Place Fish is a demonstration of an entirely new organizational model for company cultures; one that produces both breakthroughs in productivity and an enormous rise in employee's job satisfaction (not to mention a dramatic rise in notoriety). Pike Place Fish's work culture is now studied in business school text books around the world.

Using this unique breakthrough methodology, **Creative Business Futures, Inc** has worked with companies in industries as far ranging as retail, hospitality, traffic management, computers, pharmaceuticals, aircraft, manufacturing, banking and finance, government, military, healthcare, education, energy and many others. In each case, the focus is on shifting to management by inspiration and empowerment (coaching) based in cooperation, collaboration, relationship and affinity versus the older management model of command and control.

In addition, Jim speaks on many topics some of which include:

1. 'Beyond Customer Service: An Opportunity to Make a Difference"
2. 'The Power of Appreciation and Acknowledgement: Opening Up the Future"
3. 'Team Building: From Management to Coaching"
4. 'Loving What You Do, Doing What You Love"
5. 'Creating the Future: Causing an Idea's Time to Come"
6. 'Who Are You Going to Be When the Thrill is Gone?: The Creative Power of Commitment"
7. 'What It Takes to Be World Famous: Being the Change You Wish to See... Now"
8. 'The Extraordinary Technology of BEING: The Art and Science of Possibility"
9. 'Bringing Out the Greatness of Your People: The Principles of Creative Coaching"
10. 'Sourceful Leadership: Bringing Forth Extraordinary, Sourceful Leadership in Others"