



SIOR 2012 Spring World Conference Riding The Growth Wave

May 10-12 • South Beach • Miami, FL USA

Saturday General Session Speaker Bio: Michael Broome



Michael Broome quips, “I was a poor student because I suffered from ADD-HD (Attention Deficit Disorder in *High Definition*). Eventually, I learned to turn my day-dreams into worthwhile dreams.” Broome earned a BA from Appalachian State University. Through independent study, he designed his major in leadership and public speaking and was twice elected student government president. Upon graduation, he started several entrepreneurial endeavors (one was selling cookware door-to-door) and began addressing any crowd composed of two or more. Since 1979, he has addressed over 3,000 audiences throughout the world.

Broome chose the speaking profession because of his passion to inspire people to maximize their potential, be servant/leaders, achieve a life balance... and he loves the applause. His commitment to training is demonstrated by the Broyhill Leadership Conferences of which he is founder and president. Over 29,000 participants from throughout North America have attended these weeklong conferences where they are taught the principles of achievement. For many, it is truly a life-changing experience.

He has addressed events as diverse as The Million Dollar Round Table, a Congressional Dinner and an Annual Goat-Dipping. His vast speaking experience enables him to speak to virtually any type of audience. Broome says his presentations are like baths—the effect may not last forever, but everybody needs one.

Forty percent of Broome’s audiences are from the ranks of management; fort percent are sales professionals; and the remainder runs the gamut from prison felons to the Girl Scouts. Having shared the podium with noted speakers and celebrities, he has only been upstaged by an orangutan. His talks are punctuated with clapping, laughter and an occasional “Amen.” When asked if humor is necessary in a speech, Broome replied, “It is for me if I want to be paid.”

Through the years Broome has been guided by the words of a mentor who advised, “If your philosophy of success doesn’t work in your life, don’t export it.” Most audiences sense whether the speaker walks the talk. Broome only advocates principles that he believes and practices. Even his staff will testify that he genuinely practices what he preaches... most of the time.

Though he advocates optimism, Broome does not believe everything is always “GREAT!” Life can be difficult. He acknowledges problems , challenges his audiences and offers realistic strategies. In addition to contemporary examples, Broome develops many of his strategies from historical references. His library bulges with volumes of biographies about people who made a difference. HE teaches that if we fail to learn from the past, we will repeat its mistakes in our vocation and life.

A critic once told Broome he quoted too many dead people who aren't relevant to what's new. So Broome quoted another dead person: "There is nothing new in the world except the history you do not know." (Harry Truman)

In his book, *Be a Liver of Life, Not a Gallbladder*, he sums up his philosophy, "The ultimate success is when our life overflows with things money cannot buy."

He and his wife, Karen, have three children—Merica, Olivia and Caleb. They are active in their faith and have created a summer camp for teens from residential homes and foster care. Their home is nestled in the middle of their 1,500 acre farm. Broome says farming is the most satisfying way he knows to lose money. As an avid conservationist, he protects the flora and fauna and creates habitats for the species Karen says is most similar to her husband—the wild turkey.