



“THE SENSEI LEADER is not just another leadership development program. It is a movement.”

Our programs support this movement and help us fulfill our vision and mission...

**Vision:** To promote and restore human-centric leadership in business and society around the world.

**Mission:** To develop, cultivate and support human-centric leaders through education, meaningful dialog and training. To help these leaders Inspire, Empower and Guide people to their very best.

The world is changing and leaders must change with it. The days of "command and control" are over. People are demanding leaders who are emotionally intelligent and put the priorities of the people they serve above selfish ends. We call these "human-centric" leaders—and our movement is dedicated to developing, cultivating and supporting these leaders.

I'm a former drug addict and two time college dropout. I used to think that was a miserable resume for someone who trains leaders to be better people.

I now know that it is the perfect resume! Here's why...

Leaders are made, not born. I'll go a little further, leaders are transformed.

I transformed myself from a loser to a leader—from a drug abuser to a Black Belt, and later to Sensei. Over 30 years of teaching I helped hundreds of others transform themselves into Black Belts, and thousands more discover their best selves."

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*Jim Bouchard is an internationally recognized speaker, Leadership Activist, and founder of The SENSEI LEADER Movement™.*

*He provides interactive keynotes and leadership programs for credit union audiences around the world. Recent appearances include The Caribbean Confederation of Credit Unions, CUNA, CUES, and many others.*

*His articles are featured in CU Insight, CU Journal, CU Times, and he appears regularly on TV and radio, including such programs as CU Broadcast, BBC Worldview and FOX News. Jim also hosts Walking The Walk, a leadership podcast highlighting compassionate, engaged leaders from all areas of business, diverse cultures and experiences.*

## **WHAT OUR CLIENTS ARE SAYING....**

Jim Bouchard presented "8 Strategies for Emerging CU Leaders" at the CCCU convention held in Cuba. Through his unique blend of quoting real world examples, his undeniable sense of humour, and his interactive sessions with his audience, his talk was both riveting and relevant. Debates and discussions were encouraged, making the session even more meaningful, lively and memorable. His presentation was truly an amazing experience.

### **O.G., IT MANAGER, MCCU JAMAICA**

Wish I had your book 30 years ago. I have already identified several events over the next few weeks where I can deploy more advantageous tactics. Great stuff! An honor meeting you!

### **E.D., PRESIDENT, CEO, HARTFORD FCU**

We just came off a very successful Reality Check Conference - Jim Bouchard, The Sensei Leader, presented Parts I & II for us and he was a home run! His presentation was outstanding and we couldn't be happier.

### **Y.S., MANAGER OF MEMBER EXPERIENCE, CONFERENCES, & EVENTS, NJ CU LEAGUE**

WOW!!! Consider my mind blown! Everything you talked about is all we strive for! I was so excited that I had five of our emerging leaders with me! They are our future and soaked up the knowledge you gave them. I know they will put that knowledge to work as well!

### **J.A., DIRECTOR OF HUMAN RESOURCES, ATLANTIC FCU**

What a wonderful presentation! You were the perfect speaker for our leadership conference. You are a true inspiration and we are all so fortunate that you are willing to share your amazing story. Thank you!

### **S.C., CEO, MERCER COUNTY COMMUNITY FCU**

We were privileged to have Jim lead our first Executive Management Conference for Virginia credit unions. Jim was energetic and mesmerizing in his message delivery and all of our attendees left wanting more! He related extremely well with our group using his real life experiences to provide valuable insight into successful leadership. We will definitely have Jim back for future conferences!

### **M.R., VICE PRESIDENT OF STRATEGIC RESOURCES, VA CU LEAGUE**

It was a pleasure having you at the convention. We heard lots of terrific comments following your presentation. Everything went great and we look forward to working with you more!

### **D.S., CONFERENCE CHAIRMAN, CU LEADERSHIP CONVENTION**

You were awesome to work with. Our CUs really responded to Jim. Thanks for your time and talent. You are the best!!!!

### **M.B., DIRECTOR, EDUCATION, GEORGIA CREDIT UNION AFFILIATES**