



**Michael M. Thomson, Ph.D.**  
*- Unlike any speaker you've ever seen!*



Known as "the Master of Entertainment, Comedy, Fun and Learning," Dr. Mike Thomson has combined his onstage performance (to more than 1.5 million people worldwide), his hosting the award-winning ten-part PBS specials, "In Search of Character," and multiple radio and television appearances over the past 25 years, into a dynamic strategy to save your sanity and become a person of exceptional character. As a former athlete, high school hockey coach and consultant to community, school and collegiate sports programs, Dr. Mike, as he is known around the country, doesn't just talk about problems, he delivers solutions.

*"Dr. Mike will save your sanity with practical, no fluff answers."*

Mark Victor Hansen, Co-creator #1 New York Times best-selling series Chicken Soup for the Soul,

*"Dr. Mike Thomson has an extraordinary ability to package practical and profound advice into memorable and highly entertaining nuggets. He is a great teacher!"*

Michael Josephson Founder of CHARACTER COUNTS! and Co-author, The Power of Character

*Dr. Thomson has been an instrumental part of The Ohio State University CHAMPS Student-Athlete Life Skills Program. He is a regular instructor with our required freshman athlete course, a speaker and workshop coordinator with our student-athlete advisory board made up of team leaders from all sports programs as well as a consultant and speaker for each individual team within our athletic program. The response by both athletes, coaches and associates of the Athletic Department has been tremendous. He uses his humor, his wit, his athletic experience and his professional experiences to hold the audience captive throughout his presentations. The student athletes love him. His overall value to our program is immeasurable.*

Kate Riffe, Ph.D., Assistant Athletic Director, The Ohio State University Department Of Athletics

# After the X's and O's, When It Really Comes Down To It...



## IN COACHING

**You'll learn that it takes more than just wins to be successful.**

### Here's What You'll Learn From Dr. Mike:

- How great coaches motivate their teams
- The difference between winning and success
- How committing to Good Character will guarantee success in sports and life
- Strategies for implementing Sportsmanship, Ethics and Integrity into your coaching
- The ten attributes of character that produce winners
- The incredible value of ethical leadership
- The importance of everyone working from the T.E.A.M. model for creating athletes of exceptional character
- "The Six Critical Questions" everyone must know to maintain focus and help address any problems that arise on your team
- The secrets to gaining parent support
- The importance of effective team meetings

Call toll-free  
**1-800-290-2482**  
 for dates and pricing

**Note:** As in the past, we'll be more than happy to customize a program to fit your special needs



1-800-290-2482  
[www.itsallaboutcharacter.com](http://www.itsallaboutcharacter.com)