

# TRAINERY

**Workshops, Speeches and Seminars  
Organizational Development and Personal Improvements Program**

Thank you for coming to my website and taking the time to explore what I can offer you as a meeting planner. I realize there are thousands of professional speakers and presenters vying for your time and attention each year, so I'll try to illustrate as succinctly as possible why it might be to your advantage to utilize my programs and services. I have been speaking professionally since 1975, and in addition to the specific content of my presentations, I can identify seven powerful reasons why you should seriously consider my programs.



**Lawrence C. Helms, Ph.D.**

# T R A I N E R G Y

## 7 Reasons Why...

**1** Seventy percent (70%) of my annual business is with repeat clients. The State Bar of California has used me for three programs every year since 1983! My relationship with clients lasts for years.

**2** I offer truly customized presentations. Many speakers claim to customize their programs, but that usually means using the client's name in the opening remarks and making reference to a few officers. When I say I customize ... I customize, doing specific research into an organization, its needs and objectives and weaving my research through the fabric of my presentation.

**3** I am dependable. Since 1975 I have contracted for well over one thousand engagements and have canceled only twice; once when the entire northwest was fogged in and the second time for a death in the immediate family. If you contract me I will be there!

**4** My programs are practical. No pie-in-the-sky theories, but good hard usable material the participants can digest and put to immediate use. If you want someone to talk about how many angels can dance on a pin...it's not me, I will tell you how to make the pin, how to price it, market it and distribute it while keeping the work force motivated and enthusiastic.

**5** Competent! Perhaps this should have been the first reason I cited because you should expect your presenters to be authorities in their field. Unfortunately, too many meeting planners find too late they have hired someone who is only giving a warmed-over book report on the latest fad! I hold a Ph.D. and have been a practicing psycho-therapist since 1973. I have been the vice-president of a university as well as the vice-president of a bank. My presentations are fresh and factual.

**6** I am easy to work with. My job is to make the meeting planner look good and I know I can accomplish that goal by presenting a dynamite program that is not offensive to any segment of the audience. I fly coach class and will work with the meeting planner's budget and do not present a take-it or leave-it fee demand. I even bring an extra "multi-purpose" program with me in case another speaker is unable to attend and the meeting planner needs a last minute substitute.

**7** Last, but NOT least, I entertain while I speak. I have been called an "edu-tainer" and "funtastic" for my ability to keep an audience alert and attentive while I present. I am no talking head, but rather an energetic and motivating speaker who even uses professional stage magic to illustrate key points. My philosophy is simple: when people open their mouths to laugh ... I shove in food for thought!



**Why  
Choose  
Dr. Helms?**

**Lawrence C. Helms, Ph.D.**

# TRAINERGY

## Style

### If It's Laughter Your After

All the substance in the world will be worth little if a speaker puts an audience to sleep. Relax, Larry Helms has been called an "edu-tainer," one who educates and entertains, "fun-tastic" and simply amazing for his ability to weave good clean relevant humor throughout his presentations. He never uses sexist, racial, or religious humor; but rather directs the stories, anecdotes and humor back at himself! Humor has been called internal jogging and Larry tries to make sure his audiences get a good workout with each and every presentation. There is no reason why learning or training has to be boring. You learn and retain more information when you are relaxed and attentive; as long as the humor is relevant to the topic and isn't silly or simply added on to get a cheap laugh.



### Abracadabra

But, he is more than simply a good speaker who uses humor. He is also a professional magician and a member of the International Brotherhood of Magicians and the Society of American Magicians. He uses stage illusions to punctuate his points on self-understanding, management myths, business and personal fallacies, and more! Would you like to see your chairperson's arm cut off? Or, perhaps a silver sword driven through someone's neck? Larry Helms is a showman who entertains his audiences but all magic, humor and stories illustrate a point in the serious message! How much "style" and how much serious message is up to you. Dr. Helms' programs can range from 10% humor/magic to 25% humor/magic, depending on his client's requirements. He will create audience involvement, enthusiasm, and laughter. You will end up realizing that while it was business for Larry to "do" fun for you, it was fun for you to do business with him!



Lawrence C. Helms, Ph.D.

# T R A I N E R G Y

## Substance

There is no substitute for experience combined with education and training. Too often, however, some speakers try to conceal a lack of subject knowledge and a lack of thorough understanding with fast patter, stale comedy and hot air. If you are weary of speakers who claim to be experts and then deliver sixth-grade level book reports, warmed-over theories and tired opinions, you will love Dr. Larry Helms. He is for real!



Larry Helms has impressive academic credentials; a Ph.D. from The University of Michigan and a post-doctoral certificate in management from Harvard University. He is a former Fulbright Scholar, Standish Evans Scholar, and has authored five books and numerous articles. He has served as the director of training for a large corporate enterprise as well as being vice-president, teacher and campus dean. In 1982, the Adult Education Association selected him as their Adult Educator of the Year and he is generally regarded as one of the nation's leading authorities in adult learning and behavioral change.

But, he is no pie-in-the-sky professor. He could care less how many angels could dance on the head of a pin, or what is the sound of one-hand clapping. His organizational development practice involves 29 companies in 43 states and two foreign countries. Once he accepts an engagement, he utilizes his training and background to truly research the client's needs and match them with a totally customized presentation.

A presentation on "Team Building," for example, given to corporate officers at IBM would be different from the same titled program presented to foremen at the annual conference at the Texas Landscape Contractors' Association!

His speaking colleagues recognized his expertise and skills by awarding him the Certified Speaking Professional (CSP) designation in 1988, the highest earned award given by the National Speakers' Association. Perhaps an equally poignant statistic is this: a full 70% of his annual business is with repeat client.

## Substance Level

You Select The Substance-Humor Level

I can adjust the ratio of humor and magic in every presentation in this catalog per your request. The same seminar or speech can range from 90% substance and 10% humor to 75% substance and 25% humor. It can be light and entertaining or more serious and substantial. It's your decision. Very often my luncheon and after dinner speeches tend to be lighter and more entertaining, whereas my keynote addresses and workshop/seminars have more substantive material included. All presentations, however, have some good clean humor and magical illusions to keep the audience alert and attentive and to avoid the dreaded "talking head" syndrome!



Lawrence C. Helms, Ph.D.

# T R A I N E R G Y

## 4 Speeches That Really Make You Think

### **101** **You Can't Heat An Oven With Snowballs!**

You Can't Heat An Oven With Snowballs! This very humorous, but thought provoking speech is based on something cowboy humorist/philosopher Will Rogers said over a half-century ago, but is just as true today as when he said it shortly before he died in 192?. Roger states, "If you are going to be successful in life, you have to know what you are doing, you have to believe in what you are doing, you have to love what you are doing; you can't heat an oven with snowballs!" Larry examines Will's belief and combines it with his own "Real Facts of Life" to produce what some association executives feel is the best keynote or after dinner speech being offered in the United States today. One audience member, after hearing this presentation, wrote more food for thought! A dynamic program geared with insights for the new century.

### **102** **Positioning to Win: Using Your Head to Get Ahead**

Success doesn't just "happen" in personal or professional life. To be successful, or to "win" requires positioning yourself to take certain necessary steps. Do you know the steps? Can you apply them in your personal or professional life? An extremely funny speech with an extremely serious message. One association executive remarked after hearing this presentation: "Personally, I want to thank you for making me look like a hero to everyone at the convention. We will surely be in touch for a future meeting!"

### **103** **That Dog Don't Hunt**

It's not the big things in life that drag you down, but an accumulation of small nagging problems. A hilarious look at ourselves, our idiosyncrasies and quirks. A presentation built around Will Rogers' philosophy of happiness and success. It incorporates his ageless homespun humor with modern psychological and management studies. No dry academic pabulum here, but a laughter-filled examination of ourselves, the need to love others and have inner faith. Some dogs don't hunt ... but some do. Can you tell the difference.

### **104** **Even Eagles Need a Push**

The most successful people often needed a push to get started. This speech focuses on the inner motivation needed to break out of self-created comfort zones and achieve more than you thought possible. This is not a pseudo-psychological babble of mumbo-jumbo, but a dynamic and exciting look at expanding human potential through realistic self-discipline, self control and hard work. Its got humor, magic and a serious message that allows your audience to go home feeling good about themselves and full of hope and promise.

# T R A I N E R G Y

## Eight Seminars to Learn From

1

### **Thinking Outside the Box**

*This seminar examines the five major mental locks that need to be opened for more creative problem solving and decision-making. Each lock is examined carefully and procedures are shown that can be used to eliminate that lock as a stumbling block.*

[More Information](#)

2

### **Managing At the Speed of Change**

*A Three Part Seminar Discussing the Demographic, Mental and Management Edge.*

[More Information](#)

3

### **What You Need To Do!**

*How To Get Yourself To Do... What You Need To Do!*

[More Information](#)

4

### **Decision Making...**

*How To Make The Right Decision... the First Time, Every Time!*

[More Information](#)

5

### **Tough Times Don't Last**

*...TOUGH PEOPLE DO!!!*

[More Information](#)

6

### **Strategies For Success**

*Real Planning for the Next Century*

[More Information](#)

7

### **Romancing the Customer**

*This seminar will put money in the attendee's pocket before it is over!*

[More Information](#)

8

### **Exhibitor Training**

*Special programs for exhibitors who want to improve their performance and get more bang from their exhibiting bucks!*

[More Information](#)

# T R A I N E R G Y

**Don't Take Our Word For It!**

**"YOU, SIR, ARE A SPELLBINDER!"**, said the director of a nursery association. **"WHY DID IT TAKE SO LONG FOR US TO FIND YOU?"**, asked the director of the Water Well Drilling Association. **"PERHAPS THE BEST SPEAKER I'VE EVER HEARD"**, was the comment from the Associated General Contractors of America, and "... **THE HIGHLIGHT OF THE MEETING"**, reported the State Bar of California.

Is Larry Helms the best speaker on the national circuit today? To be honest, that is a very subjective judgment. But, he is very, very good and very, very professional. The New York Events Planner's Guide said: "Larry Helms is one of the most popular and successful speakers and seminar leaders ... today. A top-notch speaker who communicates practical information in an entertaining and humorous manner."

A good index of a speaker's quality is the number of repeat engagements. Dr. Helms averages over 80 presentations a year, and over 70% are with previous clients! He is not a one-dimensional speaker, as his recent clients have included nursery associations, bankers, realtors, lawyers, doctors, credit unions, government bureaus ... and a host of state, regional and national trade and professional associations. In the past years, he has been asked to address The American Society of Association Executives (four

times!), the Canadian Society of Association Executives, the National Association of Exposition Managers, the Professional Convention Management Association, and Societies of Association Executive in Arizona, Nevada, Oregon, Washington, British Columbia, Texas, Minnesota, Idaho, Georgia, the Northern California Society, the Sacramento Society, the Kansas City Society and the Western Conference of Association Executives. He was awarded the National Speakers' Association prestigious "Certified Speaking Professional" designation in 1988.

The following letter is a typical reaction to Larry's presentations:

*"Your Topic 'Positioning to Win' was perfect for our annual banquet. Little did I know I was 'Positioning to Win' when I hired you. You brought down the house, Larry. The multitudinous laughter was music to my ears; the mega-message you delivered was music to my heart."*

S.K.B.  
Director of Education  
Oregon Credit Union League