



JIM BEARDEN, CSP BIO

Inspiring clients to acknowledge and improve the choices they make, Jim Bearden delivers dynamic programs and facilitates processes that awaken them to the relationship between personal accountability and success.

Leadership & Personal Accountability – Jim Bearden Speaks From Experience

From College Class President to Marine Officer to President of the Bearden Resource Group, Jim has been leading people for over 40 years.

Bronze Star Medal with Combat V for Valor

When he was 19, Jim enlisted in the Marine Corps. and during his intensive Marine Boot Camp training, his leadership potential was recognized. He was nominated and ultimately selected (1 of 60) to attend Officer Candidates' School, where he again demonstrated exemplary leadership skills, receiving the 5th highest Leadership marks in his class of 250.

Following his completion of OCS and additional training in the U.S., Jim assumed command of a Marine rifle platoon in Vietnam. After only 5 months in that role, and while still only a 2nd Lieutenant, Jim was given command of a Marine rifle company (250 Marines). One week after assuming command, Jim led his rifle company in an intensive firefight with a much larger enemy unit. As a result of his battlefield experience, Bearden, was presented with the Bronze Star Medal with Combat V for Valor for *“displaying such dynamic leadership and tactical skill that, although a Second Lieutenant, he was selected to fill the billet of Commanding Officer of Company E (traditionally commanded by Captains) and continued to distinguish himself by his outstanding performance of duty “*

Back to Texas

Jim resigned his commission (as a Captain) and returned to Texas, earning his BBA in Marketing from the University of Texas in Austin. His interests in aviation led him to the Federal Aviation Administration where he worked for six years as an air traffic controller. While in that position he earned his private pilot's license. After leaving the FAA, Jim entered the radio business where he quickly became the top sales producer, sales manager and, ultimately, Vice President of Sales for his group of radio stations.

Jim's Accomplishments Now Include:

Corporate:	VP of Strategic Development for an International Consulting Corporation VP Sales for a Statewide Radio Group
Industry/Trade:	20 years – Full-Time Professional Speaker CSP Distinction from National Speakers Association (NSA) Past President of local NSA Chapter NSA Member of the Year Author of <u>The Relentless Search for Better Ways</u> a definitive book on achieving individual and organizational success (in its 2 nd printing) Author of over 300 articles published in his own and other publications Writer/Producer of radio program, “The Competitive Edge”
Spiritual:	Lay Director of Men's Group in his Parrish
Perseverance:	After recovering from injuries sustained in a near fatal head-on collision by a drunk driver, Jim has completed two marathons & continues to run 1200 miles/year
Fun Facts:	Licensed Pilot, Voracious Reader, Pretty Bad Golfer
Personal:	Married 22 years, 3 children, 1 grandchild