



THREE TIMES AT MDRT!

Special points of interest:

- **At the Pacific Dental Conference in Vancouver British Columbia: Bruce gave four half day seminars to an audience of over 3000!**
- **In March Bruce spoke at New York Life Headquarters in New York City to 200 regional managers and is invited back three more times for repeat performances in May, July, and October!**
- **In May Bruce spoke for Surprise Parties Inc. in Chicago to an audience of over 300 on the topic "Are We Having Fun Yet?" — and did they — another standing ovation!**
- **In June Bruce was the general session keynote speaker in Orlando for the Radiology Business Management Association. His presentation on "Dealing with Difficult People" was packed to standing room only!**



COMEDY WITH CONTENT IN FRONT OF 2000 and a STANDING OVATION

AN UNPRECEDENTED THREE TIMES!

Psychologist and humorist Bruce Christopher, has now spoken for an unprecedented three times at the prestigious MILLION DOLLAR ROUND TABLE CONFERENCE.

The Million Dollar Round Table Conference is reserved for the highest producers in the insurance profession and is regarded as one of the most esteemed conventions for which to qualify and attend.

Christopher's session was attended by 2,000 people and his topic, *THE PSYCHOLOGY BEHIND SUCCESS — SECRETS ONLY OPTIMISTS KNOW*,

was so very well received that he was given a long standing ovation at the end of the presentation.

Christopher asked the audience, "Who here thinks they are an optimistic person?" And more importantly, who cares?

Three reasons, counters Christopher:

1. Your attitude predicts success. Optimists are more likely to be professionally successful. And if you don't believe that, read Learned Optimism, by Martin Seligman.
2. Your attitude shapes your mood. Attitude is based upon how we think, or our "self-talk" as Christopher says. And, he continues, how we think creates and shapes how we feel, or our mood.



3. Your attitude is contagious. And why? Because of what Christopher calls "The Projection Principle": The attitude you give to others is reflected back to you. It's so true. How many times have you found yourself feeling better because someone else in the room is in a good mood?

Christopher was able to demonstrate to the audience how one of the most important commodities any person brings to work everyday is their own personal attitude.

Our own attitude, which we are in control of, has tremendous impact on our personal and professional success.

PENN STATE UNIVERSITY SOLD OUT QUICKLY

Bruce Christopher was honored to speak at the prominent and highly regarded Penn State Forum Speaker Series in April.

Tickets went on sale and were quickly sold out for his one hour keynote on the topic *WHY ARE WOMEN SO STRANGE AND MEN SO WEIRD?*

The audience of over 500 university faculty and staff were

entertained by Christopher's wit and wisdom about the differences in how men and women think, speak, and make decisions differently.

"Think of it like a newspaper," said Christopher, "Many men tend to speak in headlines, while many women may tend to speak in paragraphs and story format."

Differences in communication style can create communica-

tion mis-fires and misunderstandings which may increase conflict at home or at work, noted Christopher.

After the program, many people came up to Bruce with questions and comments. One faculty member said the speech was the funniest and best presentation at the Forum Speaker Series.