

Who is BILL CAWLEY

and what is he talking about?

In August 1992, Bill Cawley was 24 years old – a Penn State grad who loved nothing more than playing sports and hanging out with his friends at their beach house on the Jersey shore. He was young...dynamic...and ready to take on the world.

In just three seconds, Bill Cawley's life changed. Forever.

What started out as a quick dive into the bay ended in tragedy. Bill suffered a freak accident when his foot caught on the dock railing. His head hit the deck, breaking his neck and leaving him a quadriplegic.

Although doctors told him repeatedly that he would never live independently, never use his hands to dress or feed himself ever again, Bill had other ideas. One year later – close to the anniversary of his accident – he was back at work, using a manual wheelchair and living without any assistance.

Today, Bill is an Executive Vice President at Bank of America and a Director in Bank of America's Charitable Foundation, managing community outreach. Last year, the Foundation awarded \$60 million to worthy causes and individuals.

Married with two beautiful children, Bill also spends his time working with *Family and Friends Curing Paralysis*, a nonprofit group which he founded. Of course, as a typical husband and father, he's often busy watching swimming lessons, calling the plumber and making plans to have his in-laws visit. And he still vacations every summer at the Jersey shore.

Bill calls his perspective "**Life on Your Terms,**" a powerful and inspirational step-by-step approach to overcoming everyday obstacles, large and small, and shaping your future. He is actively sharing this message of strength and determination with audiences everywhere. Down-to-earth and always humorous, Bill's words have motivated corporations, teams, schools and other groups.

What he has to say about setting goals, overcoming personal and professional challenges, accepting change and succeeding within a team will surprise, delight and exhilarate listeners.



BILL CAWLEY

has something
important to
say to you.

Bill Cawley's message is about tackling obstacles and excelling within a productive team. He customizes speeches to address his clients' specific needs. His unforgettable story, valuable Fortune 500 management experience and engaging style make him an ideal speaker for many groups and events, including:

Corporations

KEYNOTE SPEAKER – to open/close meetings and events

DEPARTMENT MEETINGS – geared toward entry/mid-level/senior managers to motivate, define objectives, jumpstart teamwork and leadership

WORKSHOPS – hands-on, collaborative sessions that help set goals and inspire staff, with meaningful, measurable follow-up

TRANSITION COUNSELING – to help companies prepare employees for job retraining, changes in job assignment or potential downsizing

WORK/LIFE BALANCE – informative sessions that help employees tackle the important task of balancing work and family. Essential information for new parents, working women and anyone who juggles these issues

Nonprofits

VOLUNTEERS – explore and define roles to deploy volunteers more productively and efficiently

STAFF – galvanize workforce to embrace an organization's mission, advance and find personal fulfillment

SPECIAL EVENTS – keynote speaker for banquets, smaller meetings and fundraising events

WORKSHOPS – for any group that can benefit from an inspirational message about taking charge of their lives and choices

Teams

ON LEADERSHIP – to foster a deeper sense of teamwork, winning attitude and leading by example

ON WINNING – to encourage the importance of commitment, setting goals and overcoming challenges

Schools

COLLEGES AND UNIVERSITIES – seminars geared toward faculty, student government or student body about tackling the issues that impact college life

STUDENT AWARENESS – a realistic perspective that helps college and high school students make good choices and handle academic/social pressures



What makes BILL CAWLEY so different?

Bill Cawley took a three-second dive that forever changed the way he looked, felt and lived. But it never altered his attitude. As he says, "The accident changed my life but not what I wanted out of my life."

His story of regaining independence and achieving personal and professional goals is one that strikes a deep chord in all kinds of people in many situations. He offers practical advice that promotes positive thinking, maximizes performance and fosters leadership.

Bill's approach and story are dramatically different than many other motivational speakers. He draws from a background that few speakers can duplicate – a management expert with 15 years of corporate experience, a leader at two nonprofits, and a husband and father who overcomes difficult personal adversity on a daily basis.

He is genuine, candid, warm and humorous, all at the same time. And he sees the world in a way that is positively life-altering.

Life on Your Terms features an array of core messages that can be customized to inspire and influence businesses and individuals. His words resonate long after his presentation is over.

- ☛ *"If I had those three seconds to do over again, would I make a different decision?"* Hear why Bill's answer is a resounding "NO."
- ☛ *"It was up to me to choose what I could or couldn't do."* See why that statement can change lives.
- ☛ *"Life is a series of steps and landings."* Learn how a simple staircase can help achieve both personal and professional goals.
- ☛ *"A stupid dime was getting the best of me."* Hear how picking up a dime can teach perseverance and solve a problem in a whole new way.
- ☛ *"I wouldn't be here without my team."* Find out how independence is impossible without help from other people.

After his presentation, Bill continues to follow up with clients, reiterating his valuable lessons through ongoing communication programs that reinforce messages, capture feedback and gauge responsiveness.



What are people saying about BILL CAWLEY?

MBNA America
Family and Friends
Curing Paralysis
Washington College
PRO Physical Therapy
and many others

Here's some praise about Bill's fascinating approach to **Life on Your Terms**:

"In terms of inspiration...there is no one to compare to [Bill Cawley].... I loved this guy's attitude."

Dennis Byrd, former NFL player and author, Rise and Walk

"Your speech was truly motivational and moving. Your words were genuinely effective in relating to each and every one of us in our daily struggles with life. Your message could not have been received better."

Matthew B. Haney, President, PRO Physical Therapy

"Bill is a very dynamic person who exemplifies great character, integrity and enthusiasm for life. He is a bright business person and, most important, a *good* person."

*Mitchell Stoller, President/CEO, Lance Armstrong Foundation
Former President/CEO, Christopher Reeve Paralysis Foundation*

"Bill has already met the challenges of life in a way that people want to listen and learn from. He wants to help others uncover the simple truths that make life better and success possible."

Lewis R. Timberlake, author, Six Steps to Getting the "Breaks" in Life

"I have very much enjoyed watching the students rally around you after your talk! Your communication skills and your loving approach make a tremendous impression on everyone in the room, and the response was wonderful! Thank you for taking a life-changing experience and making it a life-learning positive experience."

Anthony T. Glenn, Executive Director, Delaware Foundation Reaching Citizens



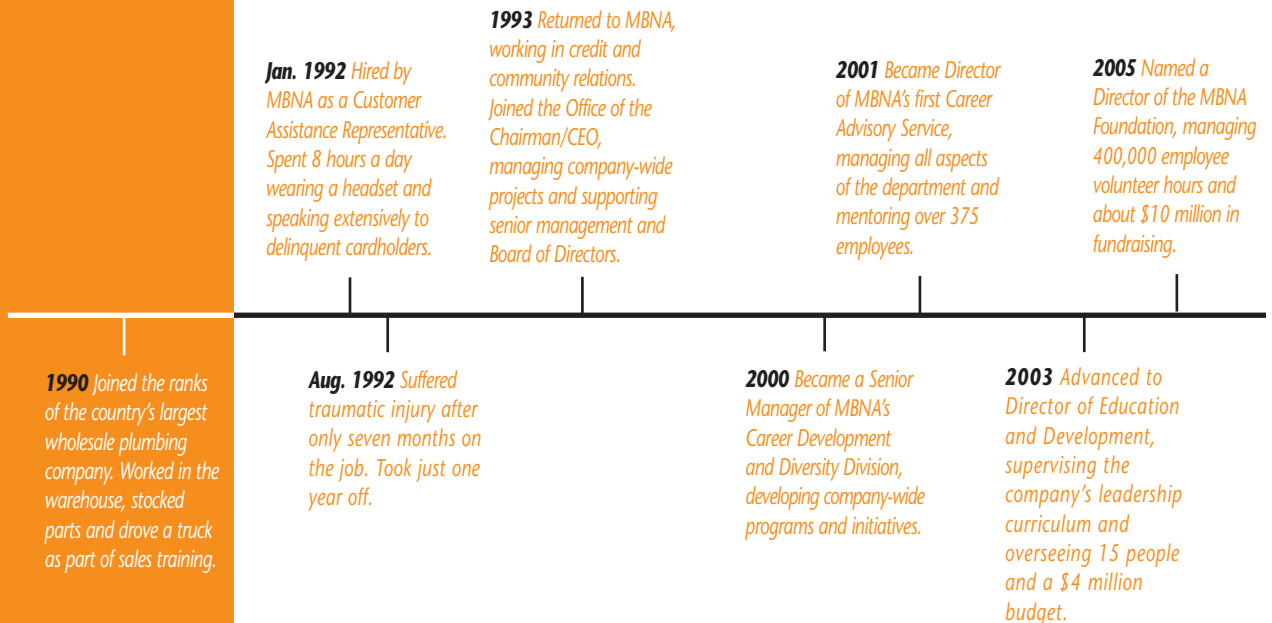
BILL CAWLEY

A winning resumé that really works

Bill Cawley's career path tells the story of a young person on the way up, working hard in a broad range of jobs before and after his accident – all of which made him an Executive Vice President at two leading Fortune 500 companies and a seasoned expert in business management.

Every experience, every challenge has given Bill an unmatched perspective on achieving potential, managing others and encouraging leadership and productivity.

His career highlights are a lesson in how to succeed in business and in life, making him uniquely qualified to motivate others.



When
BILL CAWLEY
talks, people
listen...and
keep listening

Recently, Bill Cawley addressed your group. Everyone was fired up and excited about his words – evocative core messages woven into your organization’s culture.

But soon it was back to work...with deadlines, budgets and countless employees to manage and motivate. So now what?

Bill offers clients a unique way to continuously apply and reiterate his real-life advice and business lessons. Through a series of workshops, he helps people **identify goals** and then works with them to **reach these objectives**.

Using structured reinforcement, activities and tools, Bill helps to monitor progress and offer **practical feedback** to management.

Think of it as continuing education, not just a quick consult.



Life on Your Terms