

# Set the New GOLD STANDARD

Developing tomorrow's  
entrepreneurs today



**W**hen a major Indian corporation needed an injection of “strategized energy” they called David Hooker. David established a New Gold Standard as a way of doing business.

Respected throughout the world as a no nonsense, down to earth, “let’s get to it” presenter, and with a unique ability for simplifying challenging issues, delivering them in a fast paced, easy to understand and entertaining manner he has stayed at the top of his profession for more than four decades in the 37 different countries.

“I sat in with the arrogance that after 30 years at senior levels in the industry I would not hear anything new.

I walked away humbled with a feeling that I had also learnt so much that day.”

- Chris Bolsover CEO & Chairman Biogetix Scientific Inc.  
Enerjii International Pty, Ltd

We all face the same challenge - that of taking full advantage of the capacity to excel that we were born with which somehow gets lost as we enter the world of business.

David has spent his life working with tens of thousands of people, both young and old in 37 countries helping them find, redefine and develop the Gold Standard that came with them at birth.

David established his **PERSONAL GOLD STANDARD** in sales by walking the war torn streets of Belfast, Ireland selling door to door - and as a “Brit” that was a tough call. He learned the disciplines for success the hard way, took the knocks, fell into the gutter and climbed back to the top.

*Author, broadcaster and  
originator of*

## “The New Gold Standard”

(the definitive path to success  
in Sales and Marketing)

David not only demands perfection but continuously expands the standard. “Give me the person that is lost and I will return one that has a new purpose” is the mantra that has kept David in demand around the world for more than 3 decades.

# *The Keynote Speech that the world is talking about...* **Setting your Personal Gold Standard**

- Frustrated that you are not better at what you do?
- Frustrated that your boss feels the same way - about you?
- Frustrated that you haven't achieved the lifestyle you promised yourself?
- Frustrated at being frustrated?

**You are not alone, but you can do something to rid yourself of these frustration and start living the life that you crave for.**

- Are you demanding enough of yourself?
- Are you stretching yourself daily?
- Are you challenging yourself to reach further on a regular basis?
- If not, ask yourself why not?

David knows why not - because he too used to be frustrated until he re-defined his Gold Standard. Here's what he knows - "if you're not getting better you're getting worse". The life you're living today is a direct result of the actions and decisions you made yesterday. Your life tomorrow will be a direct result of the actions and decisions that you make today. However well you're doing right now, we know you can do even better.

We know there's a gold standard for each of us that continues to expand as we grow and unless we grow with it we will never reach our true potential and eventually give up, too soon, as so many do. The "New Gold Standard" creates in you and your team the desire, delivers the skill set, and develops the ability to become independently successful for the benefit of all. An author, TV host and international speaker no-one knows the "New Gold Standard" better than David.

## **You will learn:**

A "New Gold Standard" mindset that secures your direction and redefines your purpose.

How to make all distraction fade into the background so they do not deter you from your chosen path.

A "New Gold Standard DMO/WMO" that focuses your time allocation on activity that delivers the promises you have made for yourself in a tight, controlled, and secure manner.

A "New Gold Standard Goal Setting Program" that is realistic, achievable, specific, measurable, and delivered on time.

A "New Gold Standard Cycle of Ultimate Success" that provides you with the tools and personal support mechanism for not only identifying the Sun-Blocks (negative influences) in your life but how to rid yourself of them and to live the life of rich rewards.

This powerful speech is guaranteed to mess with your head, change your life and the way you approach your work. Be prepared to see the same-old same-old turn into the brand new.

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