



Lou T I C E

CHAIRMAN OF THE PACIFIC INSTITUTE®, INC.

*“Change the way you think
and you change the way
you run your life.”*

He may have started out as a high school teacher and football coach, but a belief in “no limits” has led Lou Tice to become one of the most highly respected educators in the world today. His singular style of teaching – taking the complex concepts and current research results from the fields of cognitive psychology and social learning theory, and making them easy to understand and even easier to use – has brought him students from all over the globe.

Lou Tice believes that excellence is a process – an achievable, continuous process that inevitably results when we learn to control how we think, what we expect and what we believe. International business, political and military leaders consult with him on how to do more with less and bring out the best in those with whom they work. Top athletes come to him for help with mastering the psychological aspects of peak performance. He works with educators on strategies that motivate both staff and students to set and achieve meaningful goals.

Lou’s experience in working with Fortune 1000 companies spans over 35 years. When working with organizations, Lou translates his message into practical applications that impact corporate culture and group performance. He is a much sought after speaker because of his practical approach and commitment to high performance.

Lou’s ability as a consummate teacher and mentor has brought him to some of the world’s hot spots: to the leaders of Northern Ireland, where he has worked since the mid-80’s; to Guatemala, where he has worked since the signing of the Peace Accords in 1995; and to South Africa, from before the end of the era of apartheid to this very day. In 2004, he brought his considerable talents to bear in an on-going partnership with University of Southern California head football coach, Pete Carroll, to make a positive difference in South Los Angeles.

Born and raised in Seattle, Washington where he and Diane, his wife, still make their home, Lou received his bachelor’s degree from Seattle University. He went on to earn an MA in Education from the University of Washington, with a major focus in the mental health sciences. Lou is the internationally recognized author of the popular books, *Smart Talk for Achieving Your Potential* and *Personal Coaching for Results*.

In the final analysis, Lou Tice is a masterful business leader, teacher and educator, who is remarkably successful at empowering individuals to achieve their full potential.



THE PACIFIC INSTITUTE®

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