



Brian Tracy

One of the world's best-known motivational speakers, author of numerous self-help books

A motivational speaker who learned how to succeed in business and whose advice has transformed the career of many who have listened.

Brian's biography

Brian Tracy is a true [motivational](#) speaker. He can both educate and inspire his audience, helping them to see their potential more clearly and to aim for the best they can achieve. His personable and calm way of addressing listeners helps his message to be readily absorbed.

Brian ranked #7 motivational speaker globally according to Global Gurus 2021 list. One of the worlds best known motivational speakers, Brian Tracy has helped many thousands of people to achieve their goals and become more confident.

Brian Tracy's background / history

Brian Tracy was born in Charlottetown, the capital city of Prince Edward Island, Canada, on the 5th January 1944. Despite being a capable young person, Tracy did not complete high school and opted to work instead. For eight years he worked aboard a tramp steamer, travelling around the globe and gaining knowledge of work, trade and multiple lands and cultures.

Career

In Canada, Tracy found a job as a salesman. He was initially unskilled and unsuccessful in this role and was only too aware that his performance needed to improve quickly. He began discussing sales with more experienced colleagues and soon learned the tricks of his trade. After listening to and following the advice of others, he began to work well and after a year was his employers top salesman. A year later he became vice president of the company, quite a feat for a 25 year old!

Having been inspired by his experience of how established team members can educate newcomers, becoming an educator of others was a natural progression for Tracy. He began holding The Phoenix

Seminar in 1981 in order to motivate others. He later updated the content of The Pheonix and renamed it The Psychology of Achievement, going on to release it on cassette as a self-help guide; it has now been translated into over 20 languages. Tracy has gone on to record numerous audio and video resources to assist businesses and individuals with motivation and learning.

Tracy has written numerous self-help books during his career, including the iconic Maximum Achievement: Strategies and Skills That Will Unlock Your Hidden Powers to Succeed, which has been recognised as a motivational classic. An enthusiastic author, he has written more than 45 books in total, many of which have been translated into multiple different languages.

To date, Tracy is estimated to have held more than 4,000 seminars across the world, helping motivate over a thousand [businesses](#) and many thousands of individual employees.

Keeping up with modern trends, Tracy has set up his own online course for business owners and salespeople. The Brian Tracy University aims to educate and provide inspiration. In 2008, Tracy was involved in setting up another online resource named iLearningGlobal.

Personal and Charitable Interests

Tracy is married to Barbara and the couple have two daughters named Christina and Catherine and two sons named Michael and David.

In 2010, Tracy was diagnosed with stage three throat cancer. In order to help himself and others suffering adversity, he recorded the stages of his treatment and experience of the illness on video. This video has helped many of its viewers, just as Tracy wanted. He is now free of cancer.

Tracy is a board member of the Heritage Foundation, a think-tank which addresses issues concerning the continuation of the USAs founding principles into the modern age.

Current / Past Roles & Positions

- Author of numerous self-help books
- Well-known motivational speaker
- Chairman of Brian Tracy International

Brian's talks

- **Performing At Your Best!**

Learn how to get motivated and stay motivated with a fast-moving series of methods, ideas and techniques each person can apply in every area of life and work. Learn the keys to personal effectiveness, maximum achievement and unlimited success in your field. Brian's program on the Psychology of Achievement has sold more than 1,000,000 copies in 20 languages worldwide. This talk contains the best ideas for success ever discovered.

- **Outselling Your Competition**

Brian shows salespeople how to sell more, faster and easier than ever before, against higher-priced competition. He gives them a series of practical, proven techniques they can use to get more appointments and make more sales. They learn how to get motivated and stay motivated day after day. Brian has personally trained more than 500,000 sales professionals with these ideas.

- **Superior Sales Management**

The sales manager is often the single most important determinant of overall sales results in a company, yet most sales managers have not been thoroughly trained in their jobs. This program is the most complete training for sales managers in any media.

- **Doubling Your Productivity, Achieving Your Goals**

Learn how to master your time with a series of practical, proven ideas that work for everyone! Set goals and priorities, focus and concentrate, eliminate procrastination, get going on your key tasks and get more done in less time than ever before. This program has been given to more than 300,000 business people already. Brian's program, How To Master Your Time is the best-selling time management program in the world.

- **Leadership for the 21st Century**

Brian gives managers a series of proven strategies they can use immediately to get better results in every area of their businesses. They learn how to think strategically, manage time more efficiently, select the right people, communicate effectively and build peak performing teams. Highly informative, loaded with content and both funny and motivational. Brian has given this program in hundreds of companies worldwide.

- **Time Management For Results**

The average person is working at no more than 50% of capacity. Participants are introduced to a new way of approaching time and personal performance. Each person learns how to save time and increase output in every area of life.

- **High-Performance Leadership**

How leaders lead, how managers build high performance teams and how executives get better results faster, with limited resources, in a highly competitive business. Participants learn how to be outstanding managers, executives and leaders in every situation, in organizations of all sizes. This customized talk can also include a series of practical ideas and concepts that are exactly what you need for your organization and your managers. You can choose from setting personal and corporate strategy through to managerial effectiveness and building winning teams. More than 100,000 managers and executives have attended this program.

- **Future Trends In Business and Management**

Your audience will learn about the key trends that are affecting our economy and shaping markets. They will learn how to recognise change before it happens, how to respond quickly and effectively and how to develop the "Winning Edge" in their business or team. They will also learn how to outthink the competition in every area. Based on the most current, up-to-date business research.

- **Selling In The New Millenium**

Most salespeople today are inadequately trained in the professional selling process. This proven program increases sales results and positively impacts company forecasts.