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Speaker Brings IMPACT to Greenville

by: Neil Shurley, contributing writer

Gerry Wienholt's passion for communicating started early. Growing up with eight brothers and five sisters, he learned firsthand the power of teamwork and communication. Later, as a young entrepreneur, he determined that the key to great performance was to align your passion with your profession. Now as a veteran speaker and teamed with his wife, Nicole, Wienholt shares his message with appreciative audiences nationwide. On March 15, the Wienholts bring their IMPACT Performance Presentation to Greenville's Embassy Suites. The breakfast meeting/interactive multimedia event is designed for anyone in a sales position seeking a catalyst to increase productivity and passion in both the workplace and life.

"I want to impact people forever," says Gerry Wienholt. His prescription for change is based on the mnemonic IMPACT – Integrity, Mission, Perseverance, Attitude, Conviction and Transformation. By encouraging audience members to grasp a higher vision for their work and themselves, Wienholt aids participants in developing a detailed personal vision for living. "I want to help you close the gap between where you are and where you want to be," he says.

His message of passionate persistence leading to personal transformation has obviously struck a cord. For more than a decade, Wienholt has brought his message to countless multinational corporations. And his ability to promote real, long-lasting changes in seminar participants gets confirmed in messages he receives. A recent email, for instance, came from a man who attended the program in 1995 and simply wanted to express gratitude to Wienholt for changing his life. "That kind of message is very humbling," says Wienholt.

An entrepreneur from age 22, Wienholt ran several Chick-fil-A restaurants for some 10 years before following the path of public speaking. But even as a restaurant owner, Wienholt's passion for people guided his management style. "I wanted to impact the lives of the young folks who worked for me," he says. "We used the product to accomplish people development." His success at running restaurants was quickly noticed by the home office, who utilized Wienholt's talents to help other owner/operators achieve success. Now former employees will sometimes attend his seminars and spontaneously share their successes with the crowd.

This type of audience interaction further encourages Wienholt. "I covet spontaneity," he says. He likes to think of his presentations as having "unstructured structure," allowing plenty of room for participants to share and shape the experience. And now with his wife of seven months, Nicole, as part of the team, Wienholt plans to continue inspiring organizations, businesses and individuals to define Purpose, develop Excellence and discover Passion. He calls that formula PEP, and he believes in it so much, he named his company PEP, inc.

This event is presented by the Home Builders Association of Greenville. Cost is \$20 for members of the sales and marketing council, \$30 for non-members. For tickets and information, please contact Jennifer Weast at 254-0133.