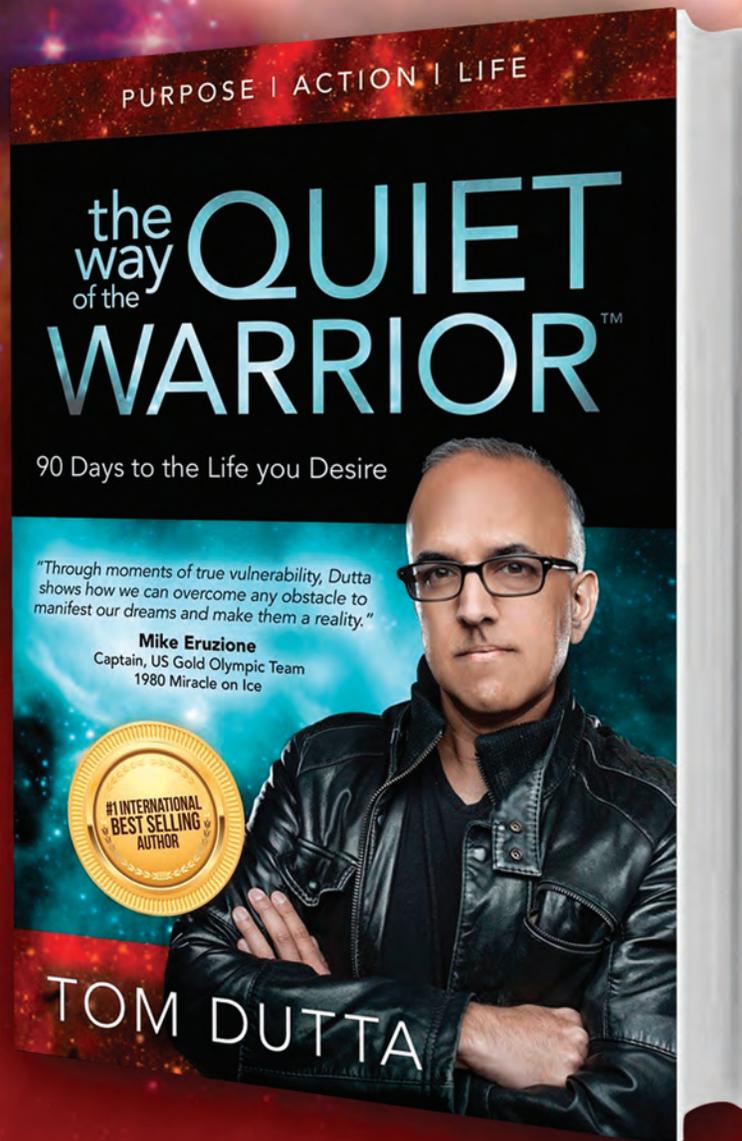


MEDIA KIT

An Exciting Hybrid of Fiction and Fact Designed to Start You on a Journey Towards a Greater Purpose



“Vulnerable, inviting, and life changing, The Way of the Quiet Warrior® speaks loudly with positive insights about how lives can be best lived despite obstacles. Dutta brings credibility and legitimacy to his work and you will discover powerful truths throughout this book. You will find yourself eagerly anticipating each new twist in this inspiring tale, yet confident and hopeful about your own life in the end.”

~ Dr. Taylor Hartman, Ph.D, CEO Taylor Hartman Enterprises #1 Best Selling Author

“A story of personal triumph with a map to empower readers to do the same. A great example and lesson for anyone wishing to improve...in business and in life.”

~ Dan Jansen, Olympic Gold Medalist, Speed Skating

OVERVIEW TO HELP SOUND LIKE YOU HAVE READ THE BOOK

1

PHASE ONE: THE SELF No journey of any magnitude takes place without a serious, thorough accounting of your current self. It was only when Tom really looked at his decisions not as individual moments but as part of a pattern of values and priorities that he really understood what he wanted. Or, better yet, what he needed. Most people keep the past buried in a misguided attempt to avoid showing vulnerability and, as a result, most people never truly live with real passion and real purpose.

2

PHASE TWO: THE VISION Is all about asking tough questions and helping people take real, honest looks at what is driving them. Many, many people are not being driven toward anything in their life. They are simply running from various things, whether it be failure or rejection or even their own traumatic memories. In this Phase, Tom will help you find your flame and coax it to roaring life.

3

PHASE THREE: THE PATH Finding purpose is only the beginning. It's incredibly difficult for people to make any goal a reality, let alone a large, complex one. The subconscious mind can make you a champion or it can make you a wreck. Tom discovered, though, that the subconscious mind is not a master, but a tool. With the proper techniques and knowledge, you can change the deep-seated patterns in your life and replace them with new, healthier patterns. Phase 3 is all about building new mental muscles with a focus on Mind, Body and Soul.

4

PHASE FOUR: THE BLUEPRINT At this point the reader will have dug down deep inside and found that passion—that purpose—that can drive them forward to a real, successful vision for their future. Once goals have been established, Tom breaks them down into steps and puts them into a clear timeline. When you project your feelings and mental state along that timeline you can clearly envision what your life will be like as you move forward. In this phase the reader is creating a blueprint for the future.

5

PHASE FIVE: THE LAUNCH This is the portion of the unique process in which Tom actually helps propel the client toward his or her goals. Tom shares the importance of having a guide help you with this. No matter how strong your sense of purpose is or how rock-solid your conviction, it is easy to get lost and fall off the path if you are doing it all alone. Some personalities have a strong preference—even a compulsion—to work alone, but we all have to compromise occasionally. You need someone by your side with a compass, a map, and a good head on his or her shoulders. It may seem like a commonsense idea but it can actually be quite difficult to get people to really understand how helpful a mentor can be.

6

PHASE SIX: THE COMMUNITY Not only is a warrior more vulnerable on his or her own; a warrior without a community has nothing to fight for and nowhere to go when the battle is over. The Way of the Quiet Warrior® is designed to streamline this process: to give people a plan and help them at every stage of that plan. Many people only manifest their purpose after years of painful trial and error, reinventing the wheel at every turn. This is why Tom collected everything he has gleaned. He has built a system that would streamline that process and avoid all the unnecessary hardship. Tom feels this motive-based program guarantees success for those who want it.

“Most of us work our way through life’s challenges blindly. The Way of the Quiet Warrior® provides us with a unique perspective on overcoming these challenges on the road to success.”

~ Michael McKnight, President and CEO, United Way of the Lower Mainland

Success Feels Incredible. Happiness can last a lifetime.

WHY READ THIS BOOK?

You are a leader, a success in your chosen field. You have the position and the money and the things that you always believed would make you happy. And yet...there's something missing, isn't there?

The Way of the Quiet Warrior® 90-Days to the Life You Desire is an exciting hybrid of guide and fable. Mingling clear, non-fiction explanations of Tom Dutta's revolutionary Way of the Quiet Warrior formula for success with fictional tales designed to illustrate those concepts, The Way of the Quiet Warrior® is designed to be highly readable and engaging. With more than three decades of experience in the corporate world, Tom Dutta is perfectly positioned to identify and address the unmet needs and unresolved issues of CEOs, leaders and executives the world over.

ABOUT TOM DUTTA



Tom is a senior business leader, speaker and International #1 Best Selling author with more than 30 years experience helping build and grow companies in Canada and the USA. Tom brings leadership experience from the Financial Services, IT, TELCO, Not-For-Profit, and Health sectors. His career includes senior roles in many of Canada's prestigious companies including President and CEO, and Chairman of the Board.

As Founder and CEO of KRE-AT® Tom is the world's only motive-based leadership expert. In concert with his business expertise, Tom's intense travel and study of the science behind success has enabled him to create a proven coaching and mentorship formula called The Way of the Quiet Warrior®. This dynamic program helps leaders manifest success by discovering purpose, taking action and living life their way. Tom mentors CEOs and Executives and has extensive experience participating in and facilitating masterminding. Tom is Executive Producer and Host of the EPIC Podcast "The Quiet Warrior Show" and appeared on William Shatner's Moving America Forward TV Show.

Previously, Tom was General Manager with Ocean West Financial, Chief Operating Officer of the Annex Group, one of BC's fastest growing IT Professional Service firms. He was CEO with CRI Canada, a Division of AEGON - a supplier of software and financial services globally. At TELUS, one of Canada's largest telecommunications companies, Tom held a dual role of Director, Customer Excellence and Director, Enterprise Marketing. VanTel Credit Union was his first executive role as Vice President, Sales Marketing and Operations and previously he held Management roles with Toronto Dominion Bank.

Tom has served on a number of industry boards and served as Chairman of the Board for MDABC working to pioneer a change in the Mental Health model.

Tom is married to his business partner, Anna, and together they have three children. Tom enjoys travel, experimenting with cooking and giving to help others achieve their life goals.

Courage, that is what it takes to write such a book, and that is what the reader gains from reading Dutta's powerful story: Courage to transform one's life."

~Jon McComb, Veteran Broadcaster, CKNW



“This book unleashes the power of understanding past life events and future leadership through the experiences of a prominent Canadian leader.”

~ The Honourable Mobina Jaffer, Q.C., Senate of Canada

SAMPLE INTERVIEW QUESTIONS FOR TOM DUTTA

1. *Despite high powered success*, people do not discuss the desperation and unhappiness that can come with it. Why do you think that is?
2. *The Way of the Quiet Warrior®* was born out of an eight-year journey towards happiness, can you quickly summarize that for us?
3. *I find your writing style very unusual* for a business book. What made you write a business book from both a factual and fictional side?
4. *In Phase One—The Self*, you say no one is truly able to make meaningful changes to his life and behavior until he delves into his own motivations and the things that drive him. How is that done?
5. *You state that Napoleon Hill* of Think and Grow Rich fame claimed that a full 95 percent of people never discover their real purpose in life. Why do you think that is?
6. *Your goal with The Way of the Quiet Warrior®* seems to be to get your clients and readers to look within themselves and find a spark of passion. You call that “Definiteness of Purpose” or the “DMP.” Why is finding your DMP so important?
7. *In Phase Three—The Path*, you talk about the subconscious mind being like an iceberg with 90% of it out of sight. How do you get that subconscious mind to become a tool you use rather than it mastering over you?
8. *You are a big believer in writing down goals* and being conscious of how you feel when you accomplish them. Why do you feel that is so important?
9. *Why do you feel that it’s critical* for someone to have a guide as they are moving toward accomplishing their goals?
10. *The Way of the Quiet Warrior®* has three primary utilities—accountability, experience, tracking and measuring progress. Can you talk about them for just a moment?
11. *There is a well-known phrase* usually applied to education and child-rearing: “It takes a village to raise a child,” but you truly believe that is true also in the making of a warrior. Why are you so adamant about that?

“In the pages of this powerful book, you’ll discover your hero within.”

~ Baraladai Daniel Igali, Olympic Gold Medalist, Canadian Freestyle Wrestler

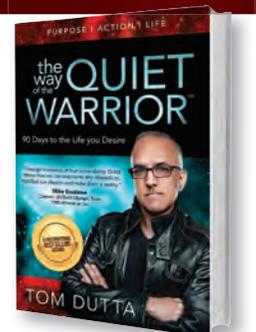
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