

# Jim Lindell, CPA, CSP, CGMA

Improving People & Business in a Fun and Practical Way!

*“Great Speaker! Enjoyed interaction with participants.”*  
*“Very knowledgeable speaker.”*  
*“Enjoyed the music and real world examples.”*  
*“Excellent speaking abilities.”*



- **Humorous**
- **Energized**
- **Passionate**
- **Practical**
- **Challenging**

## Keynotes & Workshops:

- 1,2,3 – PULL!
- Corporate Entropy and the Phoenix Effect
- Ethics – A Line in the Sand (Keynote & Workshop)
- The Successful Family Business (Keynote & Workshop)
- Creativity – The Key to Future Value
- Business Survival
- When Pigs Learn to Fly - People Achieving the Impossible

Keynotes &  
Workshop  
Leader

Award Winning Speaker



Profitability | Leadership | Passion | Survival

Teamwork | Change | Culture | Planning

[www.thorstenconsulting.com](http://www.thorstenconsulting.com)



*"Jim was a very informative and experienced speaker. His "passion" for the material is obvious. I appreciated Jim's ability to encourage group participation and the sharing of ideas. He is a captivating instructor."*

## Improving People & Business in a Fun and Practical Way!

**1,2,3 – PULL!!!** – unbelievable teamwork is possible if you know how to select, develop, inspire and align your team members.

**Corporate Entropy and the Phoenix Effect** – a practical review of how Entropy introduces chaos into our organizations and how the Phoenix Effect is the only way to combat the Chaos.

**Ethics – A Line in the Sand** – ethical lapses continue to occur throughout our Corporations, Governments, Schools and Charitable Entities. Take a refreshing look at Ethics with practical lessons to improve your organization.

**Family Businesses: Boon or Bane?** - a practical look at the difficulties and successes of running a family business.

**Creativity – The Key to Future Value** – unleash the hidden capacity that already exists within your skill sets and learn how your future value will be dictated by your ability to access your creativity.

**Business Survival** - how to identify early warning signs of a financial crisis and practical steps to get back on track.

**When Pigs Learn to Fly** - a challenging look at everyday people that have risen to great heights and how companies can unleash employees' hidden skills.

### **Background:**

Jim, a successful entrepreneur, is the President of Thorsten Consulting and has an extensive background in senior management including: Chief Financial Officer of Coolidge Glass Company, Inc., Waukesha, Wisconsin, Chief Financial Officer for Lutheran Social Services of Wisconsin and Upper Michigan, Inc., and Corporate Asst. Controller for Wispak Foods, Butler, Wisconsin. Jim has worked with a variety of industries including: manufacturing, health care, not for profit, distribution and food processing. He has been involved in more than 50 M&A projects. In addition, Jim is a TEC Chairman. TEC is an international organization of CEO's.

Jim is a CPA with public accounting experience for both local and regional accounting firms. He has a BS in Accounting from the University of Wisconsin - Platteville and an MBA in Finance from the University of Wisconsin - Whitewater. Jim is a faculty member of the American Institute of CPA's (AICPA). There are less than 10 CPAs that have also been recognized as Certified Speaking Professionals (CSP).

Jim authored "The Controller as Business Manager/Partner," "Analytics and Big Data for Accountants," "Business is Like Fishing," "Strategic Planning Made Simple," "The Annual Update for Controllers," "Bottom Line Financial Management", the "Survival Kit for Small Business Executives" and was a contributing author on "The Fast Close – Revolutionizing Accounting".

In addition to his professional credentials, Jim is an atypical CPA. He is a member of the folk music group "Deep Pool", a HS Rugby Coach and still plays an occasional match of Old Boys Rugby.



Keynotes &  
Workshop  
Leader

### Contact Information

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