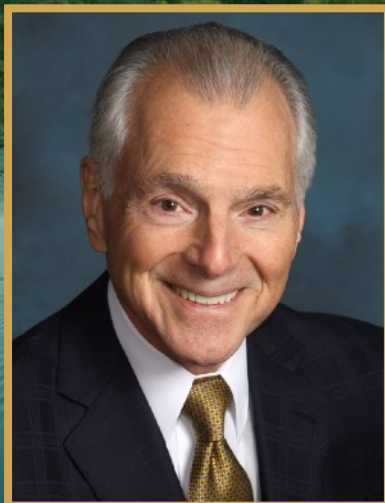




EXPERTS SUMMIT

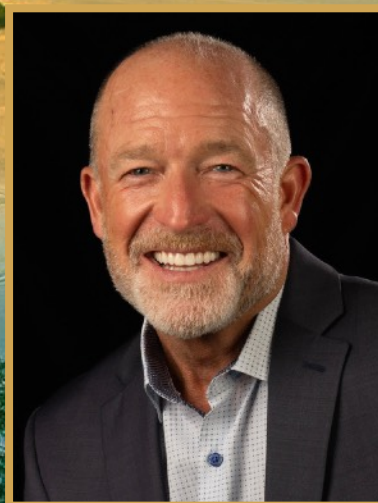
A Professional Turning Point to
Redefine the Trajectory of Your
Professional Life

WESTLAKE VILLAGE, CALIFORNIA



JIM CATHCART

Speaker - Author - Mentor



MICHAEL GRAHAM

Mindset - Discipline - Performance

TRANSCEND YOUR CATEGORY
ELEVATE YOUR IMPACT. REDEFINE YOUR FUTURE



THIS IS NOT A SEMINAR

IT IS YOUR BREAKTHROUGH

There are countless conferences teaching marketing tactics, social media trends, funnels, branding shortcuts, and growth A.I. hacks.

This is not one of them.

The Cathcart Institute Experts Summit was created for a different kind of professional—the advisor, the consultant, the speaker, the author, the coach, the specialist: the expert whose reputation is the business.

Professionals who understand that true authority is not manufactured overnight. It is cultivated intentionally over time.

This Summit exists to help accomplished and emerging experts elevate their positioning, their message, their standards, their confidence, their relationships, and ultimately, the trajectory of their professional lives.

WHO THIS IS FOR

The Summit is designed for independent experts; professionals whose business is built around expertise, credibility, communication, leadership,

★ CONSULTANTS

★ ADVISORS

★ AUTHORS

★ SPEAKERS

★ COACHES

★ TRAINERS

★ SPECIALISTS

★ PODCASTERS

★ SUBJECT-MATTER
EXPERTS

★ EMERGING THOUGHT
LEADERS

THIS EXPERIENCE IS FOR EXPERTS WHO

✓ Know they are capable of more

✓ Want clearer positioning

✓ Seek higher-level opportunities

✓ Want premium-level clients

✓ Need stronger strategic direction

✓ Are ready to become the Leading
Authority in their field

THIS IS NOT FOR BEGINNERS LOOKING
FOR SHORTCUTS. IT IS FOR SERIOUS
PROFESSIONALS READY TO GROW.

WHAT HAPPENS HERE

Only 20 attendees. The Summit is intentionally immersive, relational, strategic, and experiential. Participants engage in:

- Expert positioning refinement
- Personal brand clarification
- Value proposition targeting
- Business model strategy
- Optimum client identification
- Operating systems refinement
- Messaging precision
- Strategic peer collaboration



CORE CURRICULUM PILLARS

1

LASER FOCUSED VALUE MESSAGE

Clarify exactly what you believe, for whom and why it matters

2

BRAND IDENTITY

Align your professional identity with the level of authority you seek to achieve

3

OPTIMUM CLIENT

Isolate the best possible customers for your services

4

BUSINESS MODEL

Implement a structure that supports sustainable influence, income and impact

5

STANDARDS & SYSTEMS

Build operational and personal disciplines that support long term credibility and growth

THE ENVIRONMENT MATTERS

*Transformation is influenced by
environment.*

*That is why this Summit is intentionally
designed for hand-picked professionals in
elevated settings, with meaningful
conversations, and carefully curated
professional connections.*



The goal is not simply information transfer.
The goal is to expand your expectations, refine your
professional identity, and reignite your passion for what you do.

Because the right room changes people.

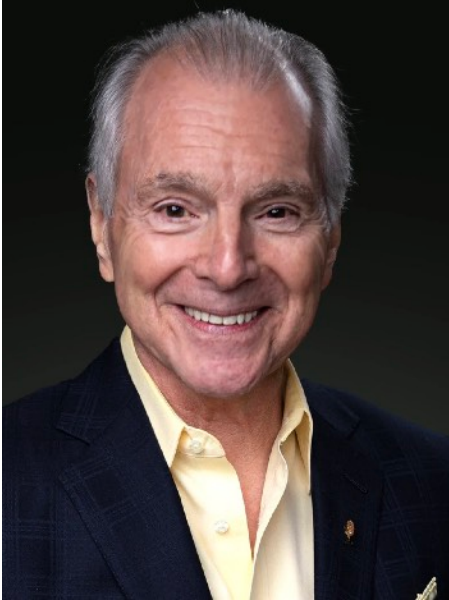
LOCATION & EXPERIENCE

Westlake Village, California



LODGING CENTERED AT
WESTLAKE VILLAGE INN & SPA

THE LEADERSHIP



JIM CATHCART

- Author of 28 Published Books
- TEDx speaker with 3 million views
- Former President of National Speakers Assn.
- Hired by the US White House to train speakers
- Keynote Speaker at the United Nations HQ
- Professional Speakers Hall of Fame and Sales & Marketing Hall of Fame
- Golden Gavel Award & Cavett Award



MICHAEL GRAHAM

- Former SWAT Sniper, Tactical Flight Officer & Incident Commander
- 28-Year Law Enforcement Leader & Retired Police Sergeant
- Trusted with Presidential Protection Operations
- Founder & CEO, Mindset Matters Consulting
- Helping Leaders Perform Under Pressure, Lead with Purpose, and Thrive Through Change

Two world class achievers and thought leaders who are dedicated to helping you achieve breakthroughs you never expected were possible.



A DIFFERENT KIND OF PROFESSIONAL EXPERIENCE

Most events focus on tactics. This Summit focuses on transformation. Most conferences gather crowds. This Summit curates peers. Most seminars attempt to motivate people temporarily. This experience is designed to help professionals permanently elevate how they think, communicate, position themselves, and lead.

The outcome is not merely more knowledge. It is transcending your limited thinking and entering a whole new league going forward. The outcome is becoming the kind of professional the marketplace naturally seeks out, trusts, recommends, and remembers.

ONLY 20 PEOPLE TOTAL
PEOPLE WHO BELIEVE IN YOU

Enrolling Now!

September 20–23, 2026
Westlake Village Inn, CA

\$12,500, lodging & meals included, payments available

Twenty seats. When they are gone, they are gone. If this is the gathering you have been waiting for, reach out now to be included.

THE QUESTION

If you had the direct personal guidance of top level colleagues in a setting with no limits on your growth, who might you become?

With the right environment, the right peers, and masters-level guidance you might stop underestimating yourself. As Jim Cathcart says, “Come with me and let's discover how much more successful you can be.”

That is the purpose of the
Cathcart Institute Experts Summit



CALL TODAY

TO RESERVE YOUR SPOT AT THE SUMMIT

info@cathcart.com

+1-805-777-3477



Become the Leading Authority in your field.

Earn the Certified Professional Expert, CPE designation.

Nurture Your Nature

Make Jim Cathcart your Mentor.

ENROLL NOW

SEE THE CPE DIRECTORY
cathcart.com/cpe

MORE SUMMIT DETAILS
cathcart.com/summit

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