

Jim Berling

Managing Director, Burke Institute

Educator, Coach, Facilitator and Moderator that enjoys helping others reach their full potential through engaging, inspiring and confidence building workshops. Every research project, training program, or speaking engagement comes with my promise to make it fun, inspirational and practical to the needs of your team or organization. I left the confines of the financial services arena 25 years ago to branch out into the world to help understand the humanistic side of what drives customers to make the decisions they do. My world turned from spreadsheets and financial models, to projective techniques and storytelling principles. I went from living the dream in my private one window office in Cincinnati, OH to expanding my horizons, traveling to more than 21 countries around the world leading, training and facilitating sessions. Each new opportunity provided me with the ability to share and engage, but also learn and grow. Thank you to all those who have help guide me and provide me with the courage and inspiration to make a difference in my official role as the Managing Director of the Burke Institute.



Everyone needs a motto that they live by. Mine is *“Today is going to be a great day, because I am going to make it a great day!”*

My favorite quote is from Maya Angelou: *“I’ve learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.”*