



ANTHONY M. SMITH

Anthony M. Smith, an advocate, practitioner and master of breakthrough coaching, empowers entrepreneurs and corporate executives to reach business success that defies any reasonable expectation. Through breakthrough coaching, Tony's clients transform their business to generate quantum leaps in performance, unanticipated growth in revenue and unexpected shifts in corporate culture. "Today's business world demands extraordinary results from owners and managers," says Tony. "Breakthrough coaching enables entrepreneurs, executives and professionals to achieve the unreasonable and sustain unprecedented

performance."

As a result of his coaching, a successful multimedia company, a financial services agency and a Broadway production company all doubled their revenues inside 2 years. One company saw its sales increase 350% in 10 weeks. A software company solved its deadline problems and experienced an annual doubling in sales. A financial data services company increased its stock volume 30,000% on NASDAQ and Tony's two clients at the company (including its

president) walked away with over \$30,000,000 each. A top Wall Street trader made over 60,000% ROI on his coaching dollar.

As a founding partner in VSA Consulting Group, Inc., Tony has worked with thousands of business executives, managers and professionals over the last 20 years. Tony is a Master Coach who trains other coaches, who train corporate managers.

"The entire thrust of breakthrough coaching," Tony explains to executives for whom small, incremental improvement is unsatisfactory, "is to produce a sharply discontinuous result, one that unmistakably breaks with the past and that would never be predictable based on it."

Applying breakthrough coaching techniques, Tony literally frees clients from the limitations the past has had on their fulfilling a bold, strategic intent, and their creativity, vision and effectiveness in such areas as sales and marketing, leadership and teamwork, business planning, financing, and the wise, sustainable and innovative use of human resources.

A writer and public speaker, Tony has been featured at events sponsored by The Center for The New American Workforce, The New York Society of Architects, and The Harvard Club.

He has appeared as a featured guest on such national and regional radio and TV programs as The Today Show, The Donahue Show, National Black Radio, Straight Talk for Women, WCBS and WPIX to discuss breakdowns and breakthroughs in leadership, teamwork, productivity and health care. Along with his partner, Angelo Valenti and clients of VSACGI, Tony has been featured frequently in lead articles in The Wall Street Journal, Fortune, The New York Times, Selling, Black Enterprise, Crain's, and Success magazines.

Tony is a 1969 cum laude graduate of Harvard College, where he played for its undefeated "miracle" football team of 1968 that "defeated" the unbeatable Yale football team, 29-29.

He holds a Master of Education degree from the University of New Hampshire and a C.A.G. S. degree from Boston University in the management of community-based health systems.



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