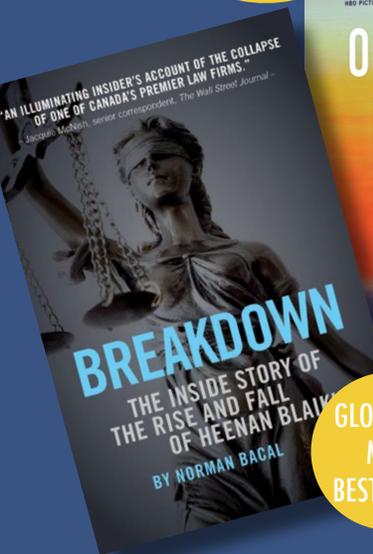


About Norman Bacal

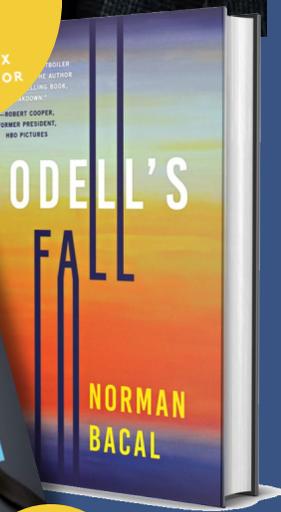
Norman Bacal is the author of the nonfiction debut Globe and Mail bestseller, “Breakdown”, about the meteoric rise and devastating downfall of prestigious Canadian law firm Heenan Blaikie, once home to Canada’s top lawyers, including former Prime Ministers, Jean Chrétien and Pierre Trudeau. Bacal founded the Toronto office of that firm in 1989 and in 1997, became the national co-managing partner, expanding their operations and clout internationally. He also served on the board of directors for Lionsgate Entertainment for 10 years.

“A GRIPPING ROLLERCOASTER RIDE OF A LEGAL THRILLER!”

★★★★★
PAMELA GOSSIAUX
BESTSELLING AUTHOR



GLOBE AND MAIL
BESTSELLER



Bacal’s debut fiction novel, “Odell’s Fall” was called “a page-turning potboiler of a read” by former HBO Pictures president, Robert Cooper. Bacal brings to writing his experience as one of Canada’s leading tax attorneys in the entertainment business. He has helped to finance countless Canadian films and television programs and a number of Hollywood studio pictures. Bacal retired as managing partner in 2012. In addition to writing, Bacal is a frequent speaker at law schools and forums. He regularly delivers keynote speeches at corporate retreats, and has taken part in several roundtable discussions featuring prominent experts in firm management, growth and development. Some of his topics include, “Learning to Lead,” “Building a Firm”, “The Importance of Culture and Values,” and “Building a Career.”

Born in Montreal in 1956, Bacal graduated from McGill University’s Faculty of Law in 1980. He currently resides in Toronto with his wife, Sharon, a portrait artist. The couple have four children.

Praise for *Odell’s Fall*:

“An edge-of-your-seat murder mystery packed with countless heroes and victims.”

John J. Kelly, Detroit Free Press

If you love mystery and love the old tales of Shakespeare, then you are going to love this book as much as I did.”

Kimberly Love, Author and Radio Host



NormanBacal.com

Norman Bacal Speaking Topics

Learning to Lead

If success is all you experience you are probably not making enough decisions. Being “right” as a leader is less important than being enthusiastic in experimenting, looking toward the organization’s long term growth or change objectives, taking calculated risks and acknowledging—then reacting swiftly to failure. The tough but critical lessons that failure teaches in leadership.

Building an Organization

Beginning with a cultural imperative that defines you and the people you want to work with you, is the first C (culture) as part of the 3 Cs that allows you to build against all other odds. I know because I built a legal giant in the toughest market in the country against all odds. Culture, Communication and Consistency. What you do every day as a leader and as an organization, and how you communicate from the mundane to the profound, must be consistent with your cultural values.

The Importance of Culture & Values

Some believe that values are separate from corporate strategy. I believe they must be integrated. Cultural imperative defines what is critical to the organization, who you are recruiting, who fits and who does not. It needs to be part of your strategy. Knowing who fits on your team and will behave consistently with your values is more important than finding a skilled player who does not fit. That player will destroy you.

Building a Career

Most students go in and come out of university and professional schools without any sense of how to build a career from the roots of the education. The intangible skills that separate success from mediocrity, (how to communicate orally and in writing, how to sell yourself, the value of service that exceeds expectations, and setting short and long term goals) are all key to whether you are driving your career or whether you are just another passenger on the bus. Initiative and direction. How do you combine them?

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