

## **Anthony O. Putman**

Tony Putman helps leaders and their organizations make their highest aspirations real.

An internationally known coach, consultant and author with over 30 years experience helping organizations grow and succeed, Tony is the widely acknowledged world authority on creating Ally Relationships between service providers and clients. He wrote the best-selling classic, *Marketing Your Services: A Step-by-Step Guide for Small Businesses and Professionals* (John Wiley & Sons, 1990, currently in its eighteenth printing; also published in Italian, German, Spanish and Vietnamese.)

He has personally coached over 900 leaders, including over 50 CEO's. His client organizations number in the hundreds, ranging from giants among the Fortune 100 to one-person firms; their businesses include high technology, manufacturing, health care, higher education, retail, financial services, accounting, consulting, and many other kinds of professional service. Some specific organizations he has served include IBM, Deloitte & Touche, Ford Motor Company, Nike, Key Bank, Bell Labs, Health Partners of Minneapolis, The University of Michigan, Detroit Edison, AT&T, and the United States Department of Defense.

Dr. Putman received his Ph.D. degree in Psychology from the University of Colorado in 1973. He was a founding member of the Society for Descriptive Psychology, which he has served as President, as Editor of its Bulletin, and as Editor of *Advances in Descriptive Psychology*, Volume 5. He is Founder and Director of Descriptive Psychology Press, and of the Descriptive Psychology Institute.

Tony has taught meditation to inmates in state and federal prisons, acts occasionally in local theatrical productions (his most challenging role was King Lear) and is the father of two adult sons.