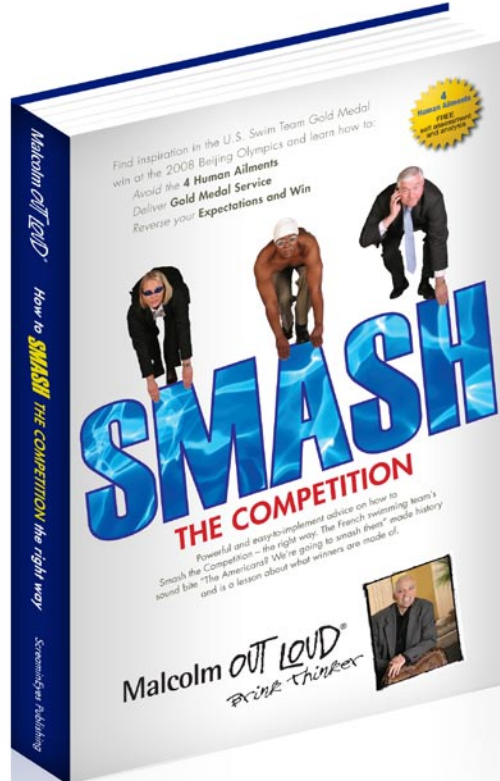


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*Malcolm has written more than a book, this is the guide to open heartsurgery in business. Like a skillful surgeon, he cuts through the chase byproviding tangible ideas to cure the pain in your business and life. He isa category of one that will have you swimming against the current andloving every minute of it.*

Simon T. Bailey  
Author of "Release Your Brilliance"

*I have known Malcolm for many years. His book brings those years of work to life and the reader will benefit from Malcolm's experience, insight and style. His writing challenges us to step away from the norm and pursue greatness! A must read for any executive or middle manager who is looking to get a leg up on their competition in today's very competitive business world.*

Keith E. Sirois  
Chief Executive Officer, Big Boy Restaurants International

*A chapter a day will keep the competition away... a book for those looking for inspiration and a new perspective on how to reach your goals.*

Terrie M. Williams  
Author of The Personal Touch:  
What You Really Need To Succeed in Today's Fast-Paced Business World

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Find inspiration in the U.S. Swim Team Gold Medal win at the 2008 Beijing Olympics and learn how to:

*Avoid the **4 Human Ailments**  
Deliver **Gold Medal Service**  
Reverse your **Expectations and Win***

Smash the Competition was inspired by the U.S. swim team 4 x 100 Men's Freestyle Relay Race gold medal victory at the 2008 Beijing Olympic games. This book interweaves that amazing story with Malcolm Out Loud's valuable business advice.

**Set against the exciting pace of the 2008 U.S. swimming team's victory at the 4x100 relay in Beijing, Smash the Competition offers a straightforward and effective take on avoiding what Malcolm Out Loud calls the 4 human ailments: the pitfalls that hold individual and organizations back from greatness.**

This book offers assessment tools and step-by-step action plans on how to cure these ailments and increase productivity, focus and ultimately, success in business and in life.

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While one bad customer service experience can make headlines around the world, **Gold Medal Service** offers 5 simple but effective principles that can be applied to every business challenge.

This book offers powerful and easy-to-implement advice on how to Smash The Competition-the right way. The French swimming team's sound bite "The Americans? We're going to smash them" made history and is a lesson to any individual or group about what winners are made of.





**Malcolm**<sup>®</sup>  
OUT LOUD



*dynamic*  
**unpredictable**  
*outrageous*  
**unstoppable**

*Brink Thinker*

Malcolm is a Big Idea Catalyst and a natural born communicator. He adeptly blends the left-brain side of business with his creative right brain thinking.

Malcolm launched his first business at the age of eighteen and found his passion in the world of marketing. He has been described as a refreshing breath of air in an often stale and overcrowded boardroom filled by those lacking courage or vision.

Malcolm leads a successful consulting practice dedicated to helping organizations develop *Creative Minds* to harness the power of *Big Ideas*. He has helped corporate clients execute his proprietary business processes *BRANDFiltration*<sup>®</sup>, *Channel Maze*<sup>™</sup> and *Intrate-M*<sup>®</sup>. A sought-after speaker, his energetic style strikes nerves, enlightens, motivates and engages audiences of all kinds.

Malcolm is the founder of *Global Arts Movement for Education (G.A.M.E.)* a not-for-profit group dedicated to creating opportunities for aspiring artists of all ages, and a founding board member for the *Georgia Center for Performance Excellence*, a group committed to helping raise the standard of education, healthcare and livability in the state of Georgia. He is also involved in regional economic development efforts and regional transportation initiatives through the *Tampa Bay Partnership*. Malcolm is the marketing mind behind Stephen Baldwin's *AsSALT Tour*, a Christian ministry. He has produced events such as *Diving Into Diversity*, a roundtable discussion on how to kick start diversity efforts in your organization, *The Perfect Pitch*, a business competition with a half-million dollars advertising package prize and *Noche de Excelencia*, recognizing education, healthcare and civic Hispanic leaders.

Malcolm's passion is to challenge every situation or scenario until he uncovers greatness and growth in them. *If it Ain't Broke, Break It!* is the title of his blog and the precept he lives by.

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