

ELEVATE, LEAD, MAXIMISE
YOUR
BEING, LIFE, POTENTIAL



Tony J. Selimi

Award-winning Author, Business Coach, and Transformational Life Coach Specializing in Human Behaviour and Delivering Empowering Solutions for Personal, Professional and Business Growth.

**CONSULT, INTERVIEW OR INVITE TONY TO SPEAK AND
INSPIRE YOUR COMPANY, EVENT OR FUNCTION AUDIENCE!**

VISIONARY | SPEAKER | BEST-SELLING AUTHOR

TonySelimi.com

INTRODUCTION

Welcome event organizer and promoter, TV-Radio-Podcast presenter, journalist, HR professional, CEO of a Multinational Company, entrepreneur, A-list celebrity, Prime Minister, Global Leader, Philanthropist and Billionaire on a mission! Tony is looking forward to working with you. Using thirty years of study, cross-disciplinary research, leading and managing multi-billion pound technology transformation programs, and over 27,000 hours of coaching and training experience, Tony is an authority in assisting people in creating personal, relational, business, leadership and financial breakthroughs effectively and efficiently. He uses lessons from his mission-impossible life journey to educate and transform individuals, teams and organisations to achieve their objectives and unleash human potential. This information pack makes interviewing Tony on your show or magazine or booking a private consultation or VIP training easy.



Here, you will find several different-length bios ready to cut and paste your marketing and PR materials and introduce Tony J. Selimi on stage or in your show. For official headshot, book cover shots, and other promotional materials, please e-mail info@tonyselimi.com.

TJS Cognition Ltd Vision, Mission and Purpose

Tony J. Selimi founded the TJS Cognition as a speaking, consulting, and training education and service institution dedicated to exploring & expanding the frontiers of human awareness and potential. It strives to advance research and perpetuate education into the physical and metaphysical arts, sciences, religions, and philosophies of the great world cultures to further education and evolution of the individual, leadership, business, and social humankind. Tony is a serial entrepreneur who pioneered several trademarked methodologies in human development and co-created Living My Illusion, a Hollywood Award-winning real-life coaching documentary, Into Your Divinity documentary series, and executive producer of The Truth About Reading Documentary, and creator of into Your Divinity documentary. Tony's ever-evolving purpose in life is to positively impact the lives of one billion people by teaching, educating, empowering, and inspiring men and women of all nationalities, creeds, and colours to become purposeful and disciplined masters of themselves and dedicated and inspired teachers and leaders of others.

Through education and training and inspiration, empowerment and love, Tony believes that people can build their mental, emotional, business, financial, familial, spiritual, social and physical awareness that awakens their most purposeful inner drive to achieve financial stability, security, and objectives they feel they deserve and know they can have. In doing so, they become more productive, healthy, wealthy and inspired to efficiently serve humanity by exemplifying elevated human potentials.

As seen on



Most Visionary Personal Development Entrepreneur 2020



ONSTAGE BIO TO INTRODUCE TONY AT YOUR EVENT

Just The Facts - 70 Words One Liner Bio

Overcoming life-threatening health challenges, bullying, civil war, identity crisis, living homeless and penniless on the streets of London feeling abandoned, broken, and rejected, against all odds, Tony J. Selimi turned everything that crashed, pained, and shamed him into priceless life lessons. He uses his ground-breaking breakthrough coaching and methodologies to transform businesses and people's lives and shares powerful insights on stages across the world for the benefit of helping others maximize their human potential and live extraordinary lives.



Short 140 Words Bio

With a highly diverse and successful background in technology, CBT, NLP, multi-disciplined leadership, business, and people development, Tony J. Selimi works with individuals, business owners, leaders, and teams to create life-changing mental, emotional, relational, business, leadership and financial breakthroughs. He travels the world assisting people from all professions and companies from all market sectors engaged in high-stress performance, productivity, and purpose missions to master their inner game, clarify their values, grow their confidence and certainty, develop a detailed winning life plan, and expanding their vision, strategy, credibility, and impact. He adds a potent mix of holistic, useable, and sustainable approaches to see individuals, teams, and organizations achieve incredible growth and improve performance and profits. He created Into Your Divinity documentary series, co-created the 'Living My Illusion - The Truth Hurts' award-winning life coaching documentary, is the executive producer of The Truth About Reading documentary and pioneered several trademarked methodologies in human development. He receives the London SME Most Visionary Entrepreneur, Business Coach of the Year (UK), the EXPY®, the Quilly®, Top Shelf Magazine, Literary Titan, and Book Excellence Award. He has been featured on BBC Radio, Amazon Prime, SKY, ABC, NBC, CBS, and FOX, reaching over 100 million people.

JUST THE FACTS - HOMELESS TO GLOBAL CHANGEMAKER

Born in 1969 in Gostivar, Republic of Northern Macedonia, Tony J. Selimi moved to London in 1990 at age twenty to find a haven from the civil war atrocities he had to fight. Like a phoenix rising from the ashes, he went from living homeless and penniless to becoming an internationally recognised leader in personal development, a professional speaker, an award-winning author, and a business coach, specialising in human behaviour, emotional intelligence, leadership excellence and peak performance.

For over fifteen years, he contributed to leading and managing multi-billion-pound technology transformation programs in the private and public sectors. In 2009, after facing another life-transforming crisis, redundancy, he decided to start his own business and pursue his heart's calling; to qualify as a transformational life coach, write books, create documentaries, travel the world, and teach others how to find the answers and solutions to life's obstacles, cope better with their daily business, leadership and personal and family demands and pressures. Tony specialises in assisting people in breaking through mental imprisonment, addictions, anxiety, fears, depression, phobias, and limiting beliefs to awaken their inner abilities and leadership skills, maximise their human potential and accomplish higher levels of achievement. Like a transparent mirror, he is known for his ability to see through people's problems, behaviours, thought patterns, injected values, and disempowering beliefs and help them rid themselves of lies that conceal their unfakeable and authentic individual who is powerful, truthful, and worthy.

The experience of working in the corporate world, overcoming many personal and professional challenges, as well as coaching many people from all walks of life gives him unique insight into the pressures, challenges, and magnitude of issues his clients, including Fortune 500 CEOs, Authors, Entrepreneurs, Managers, Consultants, Sales People, Scientists, Doctors, Royalty, Film and TV stars, and Politicians, to name a few. Senior Executives of companies such as Microsoft, Apple, Facebook, SAP, Bank of America, Ignis Asset Management, Deutsche Bank, Ernst & Young, Santander, Vandercom Films and Mishcon de Reya across EMEA, Asia, and the USA seek his help to improve their business performance, grow their leaders, engage employees, and increase team performance, productivity, and profitability. He creates customised training and consulting to help businesses address people, process, and strategy issues and support them to successfully implement change programs, mental health, diversity and inclusion, and wellbeing strategies. Individuals consult with Tony to create clarity of thought, build a detailed life plan, design, momentum, confidence, certainty, and the mental, emotional, relational and financial growth needed to create unique and lasting spiritual and material transformations.

Tony is a University College London (UCL) graduate who studied many life disciplines and received several awards. He is a qualified coach recognised by several reputable institutions, including the International Coaching Federation (ICF), the Institution of Leadership and Management (ILM), the Demartini Institute, the Complementary Therapists Association, Martin Brofman's Foundation of Advanced Healers, and he is a certified Reiki Master Teacher.

As the beloved author of *A Path to Wisdom* and *#Loneliness, Fit for Purpose Leadership #3, The Unfakeable Code®, Novum #10, A Path to Excellence, and Climb Greater Heights*, he crafted the *Behavioural Change Principles®, The Octagon of Excellence®* and the *TJSeMethod: ALARM®,* a one of a kind modernised formulas for health, wealth and fulfilment, that has been hailed as the new self-improvement tools, now containing the most potent principles to maximising business, leadership, and personal potential. His self-mastery, values-based living methods, principles, and strategies create the life outcomes people intuitively know they deserve. Globally, Tony travels to educate and inspire people with enlightening perspectives, humorous metaphors, and a heart-illuminating personal journey. He provides answers to questions and gives practical solutions to life's challenges in one-to-one consultations, talks, workshops, corporate training, mastermind groups, Vital Planning Advanced Learning retreats, inspirational articles for Newspapers and Magazines, as well as through regular contributions to diverse media outlets, high-profile blogs, TV programs, podcasts, YouTube Videos, Books (print, digital, audio, video), The Unfakeability Index Test, apps, social media, Udemy courses and downloads of his *TJS Evolutionary Meditation Solutions®*.

He has spoken on grandiose stages such as the United Nations, Rotary International, the Cranfield School of Management, International Film Festivals, and the London Business Show. His TEDx talk, *Technological Armageddon: A Wakeup Call*, watched by over a million people, addresses the present and future challenges humanity will face and the opportunities we can create as we move into an era where artificial intelligence surpasses human intelligence. His work also includes Films and Documentaries, such as the *Multi-Award-Winning Living My Illusion* on Amazon Prime, *The Truth About Reading Documentary*, and *Into Your Divinity* and has appeared on over 1000 radio and TV stations across the world, including interviews by Royal Correspondent Ian Pelham-Turner, Besim Dina on Oxygen TV, Top Channel Albania, by Jack Canfield and Brian Tracy in America and on BBC Radio, SKY, ABC, NBC, CBS, and FOX, reaching over 100 million viewers, listeners and readers worldwide.

Tony founded TJS Cognition with a heavenly vision to infiltrate his methods, principles and teaching in business, leadership, government, education, and health care. In doing so, he aspires to inspire decisive action in the lives of one billion people and contribute towards accomplishing the UN's 17 Sustainable Development Goals and the evolution of human consciousness. He promotes authenticity's importance in heart, values, service-driven leadership, and entrepreneurship. Why personal self-mastery and spiritual development play a crucial role in our well-being, the future of work, healthcare, education, climate change, and governance. Tony loves researching, teaching, and bridging science, business, wealth building, psychology, energy healing, well-being, time, space, miracles, and belief.

As a Positive Migrant, Diversity, Equality and LGBTQI+ Role Model, he uses his hard-earned fame and influence to promote the importance of education, coaching, leadership excellence, entrepreneurship, mindfulness, and meditation in our personal and professional lives, in our communities, family, society, and universally. No matter who you are or where you are, Tony will focus on accessing your inner knowledge, planning, and transforming your reality. Tony is known for assisting you in creating transformational business, team, financial, professional, relationship and personal breakthroughs, leaving you with a sense of inner peace and feeling elevated, inspired, priceless, empowered and transformed.

ONSTAGE BIO TO INTRODUCE TONY AT YOUR EVENT

Official Key Note Speaker - 420 Words Bio

Tony J. Selimi is an internationally known professional & TEDx Speaker, bestselling author of several multi-award winning and bestselling books, transformational life and business coach and filmmaker specialising in human behaviour, emotional intelligence, and the psychology of growth and maximising human potential. With more than 20+ years of experience in business and technology, he spent nearly two decades in the private and public sectors managing large teams and leading multi-million technology programs before pursuing his calling to travel the world teaching, consulting, training and speaking. Inspiring men and women from all nationalities to become purposeful and disciplined masters of themselves and dedicated leaders and teachers who, in turn, help others expand the frontiers of human awareness.

Business owners from all market sectors, leaders, and individuals from all professions seek his help to solve their daily challenges, helping them break free from fears, addictions, perceived limits and emotional stressors to achieve self-mastery and greater levels of growth, fulfilment, wealth, and joy. They range from Fortune 500 CEOs such as Microsoft, Deutsche Bank, SAP, Ernest and Young, Santander, and Mishcon de Reya to successful Entrepreneurs, Scientists, Sports Personalities, Coaches, Speakers, Authors, Doctors, government leaders, MPs, Lords, Royalty, influencers, and film and music celebrities from around the world.

He was described by Hollywood A-List Actress and Activist AnnaLynne McCord, Dr Pietro Emanuele Garbelli, Paul McMonagle, Tammy, Timea, Joel, Sue, Shelley, and many of his global clients as "a visionary thinker with a rare ability to see through people's fears, disempowered states, beliefs and behaviours to awaken their innate genius, wisdom, and love," he teaches leaders and organisations how to engage, empower and inspire their human capital, resulting in improving people's vitality and overall personal and organisational performance, productivity and profits and wellbeing. Using his trademark TJSeMethod: ALARM®, The Octagon Of Excellence®, Behavioural Chance Principles®, and 12-Step Business Accelerator Method that he shares in his #1 Amazon Best-Selling Books, A Path to Wisdom, Fit for Purpose Leadership #3, #Loneliness, The Unfakeable Code®, and A Path to Excellence, Tony teaches people how to turn life hurdles into life breakthroughs, possibilities for growth, instils you with healthy behaviours and habits required for maintaining a healthy body, outstanding work-life balance, and attain personal and professional fulfilment.

He has appeared on over 1,000 TV, Radio, and Podcast stations across the world, including the award-winning Living My Illusion documentary series and interviews by Ian Pelham-Turner, an award-winning Royal Photographer and Royal Commentator, Jack Canfield, and Brian Tracy for BBC Radio, Sky, ABC, NBC, CBS, and their affiliates, reaching over 100 million people worldwide. Tony's vision, mission, and purpose are to positively impact the lives of one billion people and drive purposeful transformations in Education, Healthcare, Government, Leadership, and Business. He is known for leaving people feeling balanced, fulfilled, and with inner peace and love.

ONSTAGE BIO TO INTRODUCE TONY AT YOUR EVENT

Tony J. Selimi is a frequent speaker and presenter who offers expertise in optimizing personal, relational, professional, financial and business productivity, performance and profitability. He has been a keynote speaker at hundreds of events, including the United Nations Global Entrepreneurial Conference, TEDx, London Business Show, the Animas Coaching Institute, Sterling Business Network, Rotary Club International, JCI, EBW2020, Asset House Management, Raw Fest, Be Inspired, Conscious Leadership Events, Cranfield School of Management, European University of Tirana, Inspired Stage, Quantum Leap, PSA Paris Leadership Conference, Business Book Awards, private dinner functions, LGBT gatherings, Love Spirit and Mind Body Spirit festivals. He hosts regular webinars with his clients entitled Conversations with Your Highest Expression of Self™.

Tony has worked with many leading experts, such as Dr. John Demartini, Jack Canfield, Brian Tracy, Steve Harrison, Nick Nanton, Tony Robbins, and Martin Brofman, to galvanise his wisdom and create his own trademark methods and principles for empowerment, transformation, and success. He is a member of the ICF, ILM, APCT, Demartini Institute, Martin Brofman Foundation of Advanced Healers, Professional Speaking Association, and Global Speakers Federation.

Tony draws on his experience as an entrepreneur and former information technology industry executive to craft programs that redefine the modern approach to business success, leadership, financial success, diversity, mental health, conscious relationships, and healing.

As a business consultant, educator, and mentor, he globally provides answers to questions and practical solutions to life's challenges in talks, workshops, Vital Planning Business and Life Mastery Retreat, one-on-one coaching, corporate training, mastermind groups, articles, radio, podcast and TV interviews, as well as through regular contribution to diverse media outlets, high-profile blogs, programs, podcasts, films, documentaries, plays, YouTube Videos, books, ground-breaking online course Mindfulness for Business and downloads of the TJS Evolutionary Meditation Solutions designed to support people on their journey to manifesting their dreams and creating an extraordinary life. He proves that life can be as simple as his trademark tenet, "Living in Peace is Priceless."



MOST EXTRAORDINARY, OUSTANDING, & UNIQUE TRAITS

- He was completely healed from an illness that left him in a coma and bedridden for over two years.
- By 12, Tony repaired TV and Radio sets and learned how to cook and be a beekeeper.
- He lived independently from his family in his first flat in Skopje from 14.
- Lived in six countries Macedonia, Bosnia, Croatia, Switzerland, the USA and the UK.
- Speaks fluently in four languages: Albanian, Macedonian, Serbo-Croat and English.
- Writes and reads in two alphabets, Cyrillic and Latin.
- As a teenager, he won the national Computer, Physics and Maths Awards.
- Won the best Sniper Award in the army and survived civil war atrocities.
- Lived homeless for six months on the streets of London.
- He worked three or more jobs for ten years to pay for his education, professional training & coaching.
- Won the Lord Mayor award for being the best student in the City of Westminster.
- Graduated with honours in Electronic Engineering with Management Studies from UCL.
- Build a very successful Corporate Head of IT and CIO career.
- Attained many Microsoft and Cisco professional qualifications.
- Managed and delivered an IMS technology transformation program worth over a billion.
- He bought his first property at 29, then by the age of 40, he bought his second property, and at 51, his third property, becoming a net-worth multi-millionaire.
- Completed over 25,000 hours of coaching and mentoring sessions and facilitated over 250 workshops.
- Became internationally published author of the Amazon #1 best-selling book A Path to Wisdom and is the creator of the TJS Evolutionary Method: ALARM® and the TJS Meditation Solutions.
- In 2016 he authored the award-winning book #Loneliness – The Virus of the Modern Age, endorsed by celebrities including AnnaLynne McCord, Jack Canfield, Brian Tracy, and Baybars Altuntas. He is the first world author to publish a book with “#” written on the book's title.
- Co-Authored the Amazon Internationally Bestselling Fit for Purpose Leadership #3.
- In 2021 he authored the multi-award-winning and #1 Amazon Internationally Bestselling book The Unfakeable Code®, created the Behavioural Change Principles®.
- Became a poet in 2021 by publishing Take Off The Mask, Your Soul is Waiting®, a selection of inspired poems in the Anthology 'Novum #10'.
- Appeared on Voice of America Radio, Spirit Radio, BBC Radio, Gaydio, Alsat M, Sky, ABC, NBC, CBS, FOX, and their affiliate channels, reaching 100 million viewers and listeners worldwide.
- Presented various talks at Body Mind Festivals, Business Shows, United Nations, and TEDx.
- As a Reiki Master Teacher, Body Mirror Healer whose healing hands & Crystal Light Bed Therapy can aid the release of tensions, headaches, migraines & other energetic blockages in a matter of minutes. Tony possesses unique mystique abilities that bridge the spirit world with the metaphysical world.
- He has read over 10,000 books in various subjects from maths, science, management, mathematics, technology, marketing, and spirituality to NLP, Life Coaching, CBT and psychology.
- Mentored by Dr John Demartini, founder of the Demartini Institute.
- Received Stardust Award, Dent Partnership Award, Book Indie, and Book Excellence Award.
- The capacity to create instant trust in a concise space of time makes people feel safe.
- See-through people's problems and recognizes the values through which they communicate.
- Ability to process large complex discrete pieces of information and synthesize them into simple and easy-to-understand data.
- Decipher the interrelationship between things and the dependency between them.

MOST EXTRAORDINARY, OUTSTANDING, & UNIQUE TRAITS

- Extraordinary capacity to listen, hear and recall a large quantity of detailed information.
- He walks his talk, has a powerful presence, and radiates an exceptionally loving aura.
- Resolves conflict quickly and turns adversity into fuel for prosperity and food for thought.
- Connects with Bees & other animals, knows how to milk cows, and makes cheese and yoghurt.
- Detailed, methodological, focused, exceptionally sharp mind.
- Great cook, salsa dancer, swimmer, diver, nature and environment lover, and life adventurer.
- Warm, devoted, and dedicated to spreading love, wisdom, and tools for prosperity and well-being.
- Innovating, creating, delivering, performing, and bringing ideas to life.
- One of the most highly respected teachers who went from zero to building a 7 figure business.
- UK & Macedonia dual citizen with experience speaking in countries around the world.
- Co-creator of Living My Illusion, a multi-award-winning real-life and thought-provoking documentary.
- He won over 17 global awards for the Living My Illusion documentary he co-created with Joel and Timea Van der Molen.
- Created Into Your Divinity, Climb Greater Heights documentary series.
- On a path to create a Concourse of Wisdom and Abo and Ago Value Exchange Foundation.
- It is known for creating unique, lasting, and life-long transformations in people, leaving them feeling inspired, fulfilled, empowered, and with a sense of purpose, increased energy, vitality, productivity, performance, and focus.
- Tony created various courses, seminars, and workshops, the most advanced of which is Vital Planning for Elevated Living®-a, a five—or ten-day life-enhancing and business-growing retreat/training.
- Creator of The Virtuous Experience®, a yearly advanced coaching package for high-net-worth individuals, leaders, influencers, and change-makers.
- A philanthropist followed by millions of people around the world.
- Appointed as a Good Will Ambassador for NOHE and UN.
- The Greater London Enterprise SME Awards winner in the category Most Visionary Personal Development Entrepreneur 2020.
- He was awarded the five-star Readers Favourite and Titan Literary Award for The Unfakeable Code®.
- Selected as the winner of Business Coach of the Year by AI Media's Corporate Coaching and Recruitment Awards 2021.
- Silver Winner of Literary Book Award 2021 for The Unfakeable Code®, Winner of Maincrest Media Book Award 2021 for A Path to Wisdom, #Loneliness, and The Unfakeable Code®
- Winner of the " Book Excellence Award 2022 for The Unfakeable Code®"
- #1 Amazon Bestseller of A Path to Excellence and Created The Octagon of Excellence Method 2022
- The executive producer of The Truth About Reading documentary about illiteracy in the USA.
- Finalist Winner of the SME National Business Awards 2024.
- Winner of the Chanticleer Hearten Book Award for A Path to Excellence.
- Author of the upcoming book Climb Greater Heights, coming out in 2025.

