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LEADERSHIP PROFILE

A passion for small business and an entrepreneurial nature combined with an astute ability to assess needs and provide solutions has led to success as both a business owner and champion for business owners in Canada. Is known and respected as a contributing leader in the business and volunteer community. Writes and presents on real world business development topics that includes strategic planning, business systems, management, marketing, sales and customer service. Able to build productive working relationships based on respect and good rapport. A multi-dimensional leader with the vision, commitment and interpersonal skills required to deliver improved results and impact to areas of accountability. Inspires with enthusiasm, energy, and a can do attitude.



KEY STRENGTHS

BUSINESS DEVELOPMENT

Skilled in evaluating operational processes and developing fully integrated business models and systems. Able to evaluate information quickly, identify key issues and formulate conclusions based on sound, practical judgment, experience and common sense. Introduces forward thinking directives that clearly outline objectives, budgets and actions plans.

TEAM BUILDING/NETWORKING

Leads by example with hands-on involvement to ensure continued momentum. Instills a culture of mutual respect, professionalism and integrity. Genuinely people-oriented by nature, enjoys establishing, developing and evolving key relationships to ensure business goals are attained with a cohesive team effort. Encourages and supports a learning environment and listens well.

CHARACTER

Recognized as being well organized, proactive and works with purpose. Willing and able to bear high levels of responsibility; making decisions, being accountable. Uses own initiative to get things done in a solutions oriented manner. Outward actions reflect high ethical standards. Is kind, caring and nonjudgmental.



PROFESSIONAL EXPERIENCE

SYSTEMS BUSINESS COACH INC. - FOUNDER/CEO | LANGLEY, BC 2008 - PRESENT

Systems Business Coach® is committed to the support of small business through coaching, mentoring, and hands on development of profitable, sustainable business processes.

HIGHLIGHTS INCLUDE

- Created a sustainable business development program proven to reduce the failure rate of small businesses while strengthening profitability and organization.
- Authoring a 350 page Small business Field Guide: Organized & Profitable, A proven practical Road Map to get your Small Business Organized and Profitable.
- Coached over 400 Individual Small Business owners. (75% in British Columbia)
- Won 2014 International Coaching Federation Vancouver Business Coach of the Year.
- Trained 35 Executive Coaches pivoting their skills to work with Small Business owners in Canada, USA. Europe and Asia.
- Creation and delivery of multiple Business Systems Seminars and course material related to the success of small business. (Clients include BDC, Community Futures)
- Develops standard operating procedures for clients based on their specific needs.
- Assess financial impact of operations with recommendations to improve profitability & sustainability.
- Uses Appreciative Inquiry in creating Strategic Business Objectives to support Small Business Owners in achieving their stated goals.
- Long term vision facilitation and action plan.
- Developed and launched a proprietary Small Business Training and Community App
- Leads a team of 2 full time employees, 6 independent contractors and 10 Internationally located Certified Systems Business Coaches.
- Supports Entrepreneurs with disabilities with coaching, training and mentoring.

ADHD KIDS ROCK SOCIETY - EXECUTIVE DIRECTOR / MOM | LANGLEY, BC 2014 - PRESENT

One out of twenty kids have ADHD and are excluded in some way from participating in their community because they are misunderstood. The ADHD Kids Rock Society leads the way in providing youth a voice in changing this and making their lives better.

HIGHLIGHTS INCLUDE

- Developed an online community for kids with ADHD to share their stories
- Supported the Founder in applying for scholarships, awards and a Kickstarter Campaign raising over \$50k
- Helped build a following of over 28k fans on Facebook and 1500 email subscribers
- Created awareness in support of kids with ADHD on local and national media including CBC radio and television.

E-Myth Worldwide has been the pioneer and leading innovator of modern-day small business coaching. Was hired directly by CEO Michael E. Gerber Author of "The E-Myth: Why Most Businesses Don't Work and What to Do About it" with primary responsibility of International Sales & Marketing.

HIGHLIGHTS INCLUDE

- 3000 in-depth one on one interviews with business owners worldwide over 4 years.
- Generated new business writing and delivering product seminars custom created for each client.
- Innovated sales tracking and measurement systems which assisted with monitoring the effectiveness of promotional channels.
- Assisted in the development of on line learning tools geared towards supporting small business.
- Worked with management to conduct full sales process audit.
- Delivered on-site event support to Chairman of the board Michael E. Gerber, at conferences, Business Expos and Business Development Seminars.
- Fully participated in business development trade shows including creating and organizing promotional material, on site conversions and proactive after show follow-up and reporting.

Responsible for the establishment of an award winning retail travel business from start up planning to full scale operations that for 7 years provided superior customer service, above average revenue & profit, high employee retention and satisfaction. Due to its unique operating structure and consistent profitability model the agency was bought by Uniglobe Travel International.

HIGHLIGHTS INCLUDE

- Researched market opportunity, developed business plan, secured funding, negotiated lease and lease holds, attained required licenses, set operating standards, furnished premise, negotiated computer contracts, hired employees, and achieved profitability within the first year of operation.
- Successfully trained and developed staff and provided an above average quality service to clients.
- Established key partnerships and alliances with suppliers to better position Somerville Travel Inc financially and to establish solid product standards.
- Active member of independent travel retail association GIANTS ranking in prestigious "Top One Hundred" out of 1900 agencies in Canada.
- Mentored agency owners (the competition) during turbulent industry times to prevent closures.
- Created innovated sales processes that resulted in both high customer satisfaction and above industry average revenue.
- Increased revenues year over year despite industry challenges that reduced commissions.
- Took pride in our teaching environment attracting over 50 students for work experience for high school students and month long practicum opportunities for travel college graduates.
- Continuously identified new markets and new service offerings.
- Spearheaded creative and targeted marketing campaigns utilizing community presentations and events that secured new business.
- Enhanced corporate image through publication in media: Langley Times, C Fox Radio, Surrey Now, Peace Arch News, Enterprise and Langley Advance.
- Generated business using a personal selling approach through networking activities and involvement in community service clubs.
- Winner of 1999 Women of Excellence Award in Business Category.
- Enhanced industries pay standards for women.



MEMBERSHIPS / AFFILIATIONS

ROTARY INTERNATIONAL - DISTRICT TRAINER/PAST PRESIDENT | LANGLEY, BC 1998 - PRESENT

ROTARY is an organization of business and professional leaders united worldwide, who provide humanitarian service, encourage high ethical standards in all vocations, and help build goodwill and peace in the world.

HIGHLIGHTS INCLUDE

- Training 50+ incoming Presidents for all of District 5050 representing clubs from Port Moody to South Everett, WA for their leadership role.
- Organize annual District Assembly for up to 300 participants, 30 trainers, and key note guest speakers.
- Work with District committee leaders to organize and facilitate Administration, Public Relations, Foundation, Membership and Service Project Training Seminars.
- Development and distribution of on-line training material.
- As Club President locally raised in excess of \$100K contributing those funds directly to youth programs, seed money for a seniors bus, world water projects, Polio eradication, and traveled to personally deliver over 250 wheelchairs.



EDUCATION / EXECUTIVE DEVELOPMENT

ROYAL ROADS UNIVERSITY | VICTORIA, BC 2023

- Master of Arts in Executive and Organizational Coaching

ROYAL ROADS UNIVERSITY | VICTORIA, BC 2010 - 2020

- Intercultural Competence and Global Coaching
- Creating Coaching Cultures
- Graduate Certificate in Executive Coaching
- Graduate Certificate in Organizational Development

UBC | SAUDER SCHOOL OF BUSINESS 2016

- Financial Statement Analysis for the Non-Accountant

ROTARY INTERNATIONAL 2000 - 2010

- 12 month Rotary Academy (8 month Leadership Training)
- President Elect Leadership training. (Seattle, WA)
- Strategic Vision Facilitation Training (Everett, WA)

E-MYTH WORLDWIDE | SANTA ROSA, CA 2005

- Quick start Mastery/Marketing/Leadership
- 2 Day Leadership Intensive (Santa Rosa California)
- Brand Promise/Becoming an Entrepreneurial Manger Seminar

FEDERAL BUSINESS DEVELOPMENT BANK | LANGLEY, BC 1992

- 8 month Entrepreneurial Development Program

MOHAWK COLLEGE OF APPLIED ARTS & TECHNOLOGY | HAMILTON, ON 1981

- Travel Counsellor Program

UNIVERSITY OF ALBERTA | EDMONTON, AB 1980

- "Course D'ete de Langue Seconde" - University of Alberta - Full French Immersion



LEADERSHIP / TRAINER EXPERIENCE

- **Business workshop leader for Community Futures (Abbotsford).**

- **Current/Past Leadership positions in the following organizations;**

Rotary Club of Langley Central (*President, Director, Team Leader*)

Rotary District 5050 (*District Trainer*)

ADHD Kids Rock Society (*Executive Director*)

Langley BMX Association (*President, Director*)

Somerville Travel Inc. (*Owner, Office Manager, HR Manager, Mentor, Teacher, Travel Guide*)

Canadian Travel School (*Teacher, Mentor*)

- **Presenter for Canadian Health Food Association on business systems/leadership.**
- **Saab International (Host/Organizer 3 Day Top Producer Leadership Conference/Workshop).**
- **Innovator/organizer of first annual "Women's Entrepreneur Cruise" for Royal Bank of Canada's female business clients. (now in it's 7th year)**
- **Business Leadership Seminar presented to E-Women Network on creating a corporate "Strategic Objective" successfully using art, stories and dialogue.**
- **Rotary Leadership Academy Graduate**
- **E-Myth Embark® is an on-line learning tool for Entrepreneurs. I was involved in the creating/editing of this program from it's inception to launch. (2005-2007)**
- **#1 Leadership attribute is the gentle raising of my three sons.**



PERSONAL INTERESTS

HEALTH - Fitness, cycling, running, skiing, organic food, and naturopathic medicine.

HUMANITY - Rotary, Wheelchair foundation, World Vision, Canada's working poor, seniors.

TRAVEL - Cultural and humanitarian focused balanced with recreation and rest.

BUSINESS - Creating better working environments for prosperity & peace.