

## Cheryl Smith MA Master Certified Coach



With over thirty years of frontline business experience, Cheryl now focuses her talent and enthusiasm on assisting employees and employers develop their professional, interpersonal and leadership skills. She has trained coaches on five continents and leads programs to train leaders in organizations in coaching skills from a leadership perspective. Her training and coaching programs consistently receive the highest praise from both corporate and individual clients. She's known as "the coaches' coach" as there are few in the coaching profession who match Cheryl's experience and credentials.

Cheryl joined IBM (first in Australia and later in the U.K.) in the 1970's and quickly rose to become one of the company's top producers. She was twice a member of IBM's Golden Circle – which recognizes the top salespeople worldwide - selected for higher management training with IBM in the "President's Class", and established and later sold a company that specialized in computer-based instruments used in human resources management. Cheryl was the Western Canada Director for French software giant GSI who specialized in Human Resources Information Systems before being sold to ADP in the US. In her role as Vice-President of Corporate Coach U, an international coach training company, she brought coaching skills to global leaders in North America, Europe, South America, Asia and Australia.

She now devotes herself to leadership development, working for various corporate and government entities, and with all levels of staff. Cheryl's areas of expertise include:

- Individual and group coaching
- Managing a changing workplace
- Creating coaching cultures
- Group facilitation and strategic planning
- High performance team development
- Leadership development
- Executive leadership programs
- Training sales representatives and their managers

In addition to leading her own Coaching and Consulting company, Cheryl is also Senior Associate and trainer for Corporate Coach U, a Faculty member at Royal Roads University (RRU) in the Master's of Leadership program, the Executive Leadership education division and is a founding designer and Faculty member of RRU's Executive Coaching Certificate program.

A communications graduate, Cheryl has continued to develop her own professional expertise; she is a graduate of Coach U and Corporate Coach U coaches training program, has the Master Certified Coach designation from the International Coach Federation, and is a licensed facilitator and master trainer of The Coaching Clinic and Essential Conversations for Developing Others. She has a Master's degree in Leadership from Royal Roads University and is a licensed facilitator of The Legacy Leadership Institute.

Cheryl is the co-author of Dynamic Coaching to Build Dynamic Teams and the training program Navigational Coaching: Strategic Coaching Skills for Corporate Leaders.