



CHARLENE NORMAN

AWESOME PODCAST GUEST
(PLUS CHIEF INNOVATOR &
IMPACT MAKER)

WORDS OF PRAISE

You give great interview.
Totally blown away.
Her depth of knowledge is vast.
Can you come back again?
You really know your stuff don't you?

INTERESTED? LET'S CHAT

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MEET THE THE PROFIT PRINCESS

Authentic, humble and passionate, Charlene delivers real life experience backed by fact, humour and wit. She engages the audience, amuses them with stories and shows them the tools (people and profits) with which they can make a maximum impact in their own worlds.

FAVOURITE TOPICS TO DISCUSS

Your Post-COVID Success Plan

Your own best way forward in today's new world

The Big Shift: People before Profits

Why sharing is caring and humans are not your biggest assets

Your Winning Mindset

Six levels to Golds

CREDIBILITY

Played Big Poobah. Bought 60 companies, sold 10, changed 5 cultures, led 35 continuous improvement and re-engineering projects, saved 20 bottom lines, and even took one company through the courts of bankruptcy.

Trained as a professional accountant, nabbed an MBA in marketing, honed strong operational and people skills in manufacturing and service industries internationally.

Became an entrepreneur twice. Led or helped companies ranging from start up to \$4 billion.

Solid reputation for under promising and over delivering. Her first book, Bullet Proof Your Start Up was published in late 2016. The second one about Surviving and Thriving the Next Decade is under development.

PERSONAL STUFF

Stricken with a viral infection in 2015. Resulted in two strokes. Undaunted, fought back with all the tenacity, determination and creativity she had used in her professional life. Had what her doctors called a miracle recovery. Later discovered she DID think differently and had the mindset and thought patterns of a true winner. Left the big city in 2016 for the country. Wine Country. She and her husband set out to sample every single wine in every single winery. That big job is still a work in process.