



CHARLENE NORMAN

Showing savvy business owners how to navigate change brilliantly.

WORDS OF PRAISE

You clearly have very insightful and proven solutions. Articulate and funny. What a great business combination. Educational and entertaining.

INTERESTED? LET'S CHAT

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MEET THE TRUTH TELLER

Charlene delivers real life experiences with a sidebar of humour. She engages the audience by revealing new business tools which allow savvy business owners to navigate change brilliantly.

FAVOURITE TOPICS

Are You Maximizing Your 4 Inches?

Learn how to access and make use of your true gold

Big Shift: People Before Profits

Why sharing is caring and humans are NOT your biggest assets

The 5Ms and 5Cs

The basics every business needs to survive and thrive

CREDIBILITY

-Led organizations with \$35 Million to nearly \$1 Billion in revenues. Bought 60 companies, sold 10. Proficiently changed 5 merged business cultures. Led 35 continuous improvement and re-engineering projects. Turned 20 bottom lines from red to black. Successfully led one company through bankruptcy.

-Sterling reputation for under promising and over delivering. Trained as a CPA, earned an MBA in marketing, honed powerful operational and people skills internationally. Became an entrepreneur in three different fields.

-Greatest satisfaction is helping business owners to refocus, reinvent, rebrand, and reorient effectively to reach or surpass their personal and professional goals.

PERSONAL

A viral infection in 2015 incapacitated Charlene with a 50/50 chance of recovering her former life. Fighting back with all the tenacity, determination and creativity she had used in her professional career PLUS a deep dive into brain health and function, neuro-linguistics, and hypnosis gives Charlene an unshakable confidence in guiding her clients to navigate change brilliantly.