



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

Show Me the Money, Honey

The basics every business needs to survive and thrive.

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

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.