



CHARLENE NORMAN

Showing savvy business owners how to brilliantly navigate change.

WORDS OF PRAISE

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

INTERESTED? LET'S CHAT

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MEET THE TRUTH TELLER

Charlene authentically delivers real life experience with a sidebar of humour. She engages the audience, amuses with stories and reveals the new business tools which allow savvy business owners to navigate & move forward through change.

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 left her incapacitated with a 50/50 chance of full recovery. Today, her doctors still refer to her as a medical miracle. 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 her an unshakable confidence in guiding her clients up their mountains to achieve their hopes, dreams and desires.