



Brenda Oliver

Leadership and Performance Management – Training, Coaching, Speaking, and Consulting
President of Oliver Leadership Inc., Certified Coach Practitioner, Author
Winnipeg, Manitoba, Canada

It was a seminar on emotional intelligence in 2002 that inspired Brenda Oliver to earn a certification as an Emotional Intelligence Practitioner and embark on a new career path.

Brenda took a leap of faith and left the corporate world with 25 years of business experience and a successful professional career that included a variety of senior management positions; such as Director of Sales & Relationship Management at American Express Canada. She launched her own company, Oliver Leadership Inc., in 2003; where her experience and enthusiasm enables individuals and organizations to capitalize on their human potential in the most effective manner. Brenda has clearly demonstrated her ability to develop, inspire, and lead people; helping others to succeed and reach their greatest potential.

“Leaving the corporate world was a challenge, because I was leaving a world I was comfortable with. But if I hadn’t, I wouldn’t be a business owner, certified coach, professional speaker, published author, and a finalist in the Business Woman Entrepreneur of the Year Awards in 2013.”

Aside from making decisions related to the administrative and contractual details of the company, and also managing all content and delivery; Brenda offers inspirational and business insight to a variety of groups and venues via training, facilitation, presentation, coaching, and client interaction.

“I am passionate about helping others to succeed and reach their greatest potential. However, building a business and remaining active in that business is tremendously challenging. Without the support of family, it would be impossible. I owe them a debt of gratitude.”

Brenda also developed and launched an online interactive coaching and mentoring network for women, The Country Club: Distinctive Voices, Dynamic Women™.

“This was challenging as well, because my knowledge of technology, the internet, and all things connected to it was exceptionally limited in 2002. However, perseverance paid off and that business evolved to where it is today; a leadership development practice.”

Additionally, Brenda authored the book, ‘The Freedom Challenge - Mastering Emotions, Restoring Honour to Leadership’. She considers this to be her greatest contribution to the field.

Brenda is a member of CAPS (Canadian Association of Professional Speakers), GSA (Global Speakers Association), e-Speakers (Canadian Speakers), CCF (Certified Coaches Federation), TFE (Top Female Executives), and Stanford Who’s Who (Black Book - Who’s Who Canada 2012 -2013, Manitoba Executive, Women Business Owners of Manitoba, LinkedIn, and Twitter.

She is a woman of faith, and believes that with faith comes inner strength.

“Inner strength makes all things possible.”

Ultimately, Brenda wants to be a positive impact on others and to have lived a significant life.

“Passing along my experience, life lessons, and knowledge to those that follow is most important.”



Q&A

Q: What are the most requested topics for professional development workshops or conference breakout sessions?

A: Most companies are not looking for specific topics so much as they are trying to find solutions to their issues; dealing with difficult people or customers, performance or production issues, problem solving, and prioritizing. Emotional intelligence and leadership effectiveness establishes the foundation for many of these issues and positions the company for successive additions, like customer service experience and time management skills.

Q: What topic benefits both individuals and organizations in a keynote message?

A: Most people and/or organizations are primarily concerned with advancing relationships or connections, accelerating personal or business performance, and engaging employees and/or their family environment. This motivational and inspirational keynote, "The Freedom Challenge", benefits those concerns by helping individuals discover what, or who may be blocking their progress. Acknowledgment is essential for change.

Q: What is the biggest challenge faced by companies today?

A: Employee engagement remains number one. People showing up for work, but not really being there; presenteeism! Unfortunately, companies continue to hire additional people rather than engage those already employed. Engaging people effectively is an ongoing corporate challenge. Most people would agree that employee engagement, and attrition for that matter, can be traced back to how people are treated by their leaders.



Q: What is the most significant challenge faced by people today?

A: Remaining as the most significant challenge faced by people today is increased "workloads and responsibilities," leaving people feeling more heavily burdened than ever before; not only with work expectations, but with family demands, thus increasing their frustration both at home and at work. Personal effectiveness depends on a leader's ability to effectively manage frustration.

Q: How are companies selecting candidates to fill positions?

A: Clearly, candidates must have a degree to be considered for the interview; never mind the actual position itself. Assuming that one has the right credentials, then proving "positive attitude" is the differentiator.

Q: Why do people hire a certified life, business, or executive coach?

A: For the same reason that sports professionals do; to help them reach their personal, professional, or business goals.

Q: Why are companies losing top performers?

A: Today, it is mostly attributed to a lack of career development and advancement opportunities.

Q: What is the concept behind your book, 'The Freedom Challenge – Mastering Emotions, Restoring Honour to Leadership'?

A: The premise of the "The Freedom Challenge" is that leaders have been given a tremendous responsibility that can preserve or destroy; both themselves and others. Leaders are everywhere and are not necessarily just the Presidents or CEOs. They include anyone in a position of influence in business, families, sports teams, and community. This book is for people in leadership positions who want to escalate their personal or professional performance and transform their lives, relationships, and careers. It is available through Amazon, Barnes & Noble, and other online and retail distributors, or from the publisher directly at www.trafford.com/bookstore.

OLIVER™

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