



# POSSIBILITY

the HOPE Symposium 2010

Saturday, October 16  
St. Michael's College  
University of Toronto  
Toronto, ON

NLP Canada Training Inc.

## ***The Hope Symposium*** ***October 16, 2010***

### ***9:00-9:30 Registration***

9:30 Welcome to POSSIBILITY, hosts Linda Ferguson & Chris Keeler

### **9:45 The Leadership Panel**

Moderator: Mike Verhey

Ron Vereggen, Leadership Rocks!

Christine Laperriere, The Possibilities that Rest in a Leader

Sheri Andrunyk, Leadership and Possibility

Ann Jagan, Performance Driven Leadership

James Perly, Creating & Living in a World of Possibility

### ***11:15 Break***

### **11:30 The Wellness Panel**

Moderator: Bev Hagedorn

Kathleen Milligan, Nothing is Possible

David Murphy, Pain is not the Problem

Zoe Pepler, When the Body Talks

Barbara Luedecke, NLP, the Enneagram & Wellness

Susan Hobson, Wellness & Possibility

### ***1:00 Lunch Break (not included)***

### **2:30 The Vision Panel**

Moderator: John Dafos

Chris Keeler, Surprises

Karen Petcoff, On the Shoulders of Giants

André See Yin Kuok, Loving Oneself

Geddie Pawlowski, Maintaining Momentum

Mike Mandel, Hypnosis and Creativity

Photography by Mark Gallagher, Laughter & Lives

### ***4:15 Coffee Break (included)***

### **4:30 The Mastery Panel**

Moderator: Ron Vereggen

## ***Stories, Songs & Trance***

The Charbonnel Lounge

7:30pm-9:30pm

Linda Ferguson, Storyteller

Songs by Bev Hagedorn

Chris Keeler, Storyteller

Songs by Willard Bond

Mike Mandel, Storyteller

Steve White, Storyteller

Songs by Robert Fisher

Linda Ferguson, Storyteller

## ***Welcome to POSSIBILITY***

NLP Canada Training is very proud to welcome you to our second annual HOPE symposium. When we realized that we had trained better speakers than we were hearing at conferences, we knew it was time to showcase our practitioners. Their passion, their knowledge and their results offer a window into how NLP is applied where it counts: in your life and your work.

Whether you are already part of our lively community of practitioners or entirely new to NLP and NLP Canada Training, we know you will find practical hope here today. We called our gathering a symposium because our community loves to eat and talk (and that's one of the early meanings of symposium). We called it HOPE because that is the word that best describes the belief that good things are possible. That's where NLP begins: in the belief that change can be shaped to bring results we will like.

We encounter resistance sometimes. A good friend told us, "Hope is not a management strategy." Actually, we agree. Hope is not a strategy. It's a foundation, a launching pad for all the strategies that get good results. Every person in every workplace and in every home needs to believe that they can make good things happen. Every person who is stuck or stretched, a rising star or a seasoned professional - every person needs hope.

POSSIBILITY is another way of talking about hope. This year, we are going to explore the sense of possibility that motivates us to move beyond what seems obvious to uncover opportunities and strengths we didn't know we had. You will find that each of our speakers feels strongly about supporting good things for other people. Their energy and belief will have you thinking about possibility in your own life. We know you will walk away with new ideas and new enthusiasm.

Please feel comfortable becoming part of the conversation. After our panelists make their presentations, they will participate in a moderated discussion of the ground they share. We invite you to add your questions to the mix. We love to hear new voices.

## What is NLP?

The funny thing about this question is that you are as likely to be reading this as a Master Practitioner in NLP as you are attending your first NLP event. NLP is notoriously difficult to define.

We'll start with the acronym: NLP stands for neurolinguistic programming which is one way to say that people think by combining sensory experience with language in patterns. The patterns we store in our minds and hearts determine what we notice and much of what we do. NLP is a way to catch a glimpse of how your own store of patterns is determining your results. When you know, you can support the good patterns with more precision, and you can change the patterns that are not working for you.

Of course, NLP is also a set of patterns for effective communication that allow you to understand and influence other people more effectively. When you think about it for a moment, you know that your influence works best when you are most comfortable in your own skin. NLP provides a systematic way to consider the relationship between what is going on in you and what influence you are having around you.

So. You read every word and understood every word and you still don't know what NLP is. That's a common reaction. If you want to take a good look, you step back from the centre and watch from the edges. At a certain age, if you want to see the words on the page, you hold them at arm's length. Think of NLP as a way of stepping back from the things that seem most natural and inevitable so that you can see them more clearly.

At the end of today, you will have let dozens of interpretations and applications of NLP engage you and intrigue you and motivate you. Most of them will sink down below your attention - you will forget that you have changed your perspective but the changes will live on. You will be busy with new things, but you will have stored new patterns or added new elements to older patterns. When you need the patterns, they will work better now.

So relax. NLP is so natural that you do not need to work through the details. You only need to share the experience of the bright, successful, interesting people who have studied NLP and believe it has made life better in some way. Just as you did when you were a young child, listen to the stories and let them take you places you have never been and think thoughts you didn't know you had.

## Our Team Today

Most of this programme is filled with descriptions and biographies for each of our speakers and performers. We've put them in alphabetical order by first name - not just so you can notice that we have three Mikes in a row - but because we expect you to be on a first name basis with us by the end of the day.

This is a gathering of friends - old friends who are surprised by how many years have gone by since they met, good friends who seem to have been in our lives longer than they have, and the friends we will meet today. As in any gathering of friends, some people are providing support that makes us all look and feel better.

First, we thank Carole Luft. She's Linda's mom and our business manager, and a source of endless enthusiasm and a little, necessary nagging to get things done and to get them right. You probably met her on the phone or at the registration desk, but her mark is everywhere that things are running smoothly and comfortably today.

We also want to thank Andreea Constantin, our videographer. Tech causes us endless interruptions and headaches and Andreea wonderfully, generously, took over all of that. She is making sure we capture this day on video so that our speakers can share their presentations on the web. We are very grateful.

We also want to thank our photographers. Mark Gallagher of Laughter 'n Lives Photography is an NLP Practitioner who takes photographs that make us think and dream and see differently. Roberto Mora is taking photographs and helping with videography. His quiet attentiveness allows him to catch the angle and the light that show people at their best. We are grateful to both Mark and Roberto: we know we'll have wonderful photos to share with our speakers and post at the HOPE symposium website.

There are other people smoothing the way today, from the volunteers at the registration day to our brilliant moderators who have supported us behind the scenes through the weeks of planning. We appreciate all of you and we are very glad you are part of our team,

Linda & Chris

## André See Yin Kuok

### Loving Oneself

From competitive sports to innovative business ideas, Andre has always kept his eyes and mind wide open. His strategic thinking is based on his study from the book, "Art of War."

He is a very protective spouse, father and a dependable friend. Andre's honorable and humble character is one of his greatest strengths. His traditional family upbringing fused with his new learning makes his approach to life unique and yet comical.

If you are interested, don't hesitate to ask Andre what his obsession with good tasting food has to do with life.

Andre's life goal - "To plant as many trees as he can during his life for the next generation to enjoy!" He will be looking forward to learning and interacting with everyone at the symposium!

## Ann Jagan

### Performance Based Leadership

Ann Jagan, Quality Management System (QMS) Professional serving the automotive sector for over 25 years.

Ann is her own boss, the CEO of her Life..the youngest of 12 children, born in Guyana, South America. Ann moved to Toronto at the age of 12. Being separated from her parents presented her with a unique set of options to which she quickly realized would only become obstacles where she allowed them to limit her possibilities.

She graduated in Chemical Engineering Technology, the industrial option at Ryerson University and within one year, she was offered a Quality Manager position. She went on to complete a Quality Assurance certificate and a Certificate in the Psychology of Human Relations at Ryerson. She worked in a full time capacity for 10 years before choosing the Life of an Entrepreneur in 1997 at the age of 34.

She exercised this option to create flexibility in her schedule, providing an opportunity to be more engaged in the lives of her two children as a single mother.

Ann continues to serve her clients both as an independent Third Party Auditor and Consultant in the Automotive and Service Sectors. She has had 100% success in helping her clients achieve and maintain their registration status to both Quality Management and Environmental Management systems requirements defined by ISO 9001 and EMS 14001.

Ann is a certified NLP practitioner, and a member of Certified Management Consultants of Canada and Women of Influence. She can be found on linked-in at <http://ca.linkedin.com/in/annjagan>

Linda Ferguson

### **What Then? Beyond Mastery**

Have you ever lost track of time listening to someone tell stories? Linda Ferguson is blessed by a fine ear for stories. She loves to listen as people tell the stories of their lives and work, and she loves to listen as the stories she sometimes tells offer people ways to open up new possibilities.

Linda began coaching and teaching while she was still a young teenager; her career has included a doctorate in literature, post-secondary teaching, business writing, and storytelling. She is passionate about the way that stories enter our lives, shape our perceptions, store our wisdom, and change our actions so we can change our world.

Linda Ferguson believes that human beings learn and function most effectively in connection with other people. Her enthusiasm, widespread learning, and deep commitment have been inspiring clients for more than 20 years. She is a coach with a finely tuned ear for opportunity and a delight in leading people safely through change. Linda is also an extraordinary storyteller with a gift for building metaphors that support individual and group transformations.

A graduate of Trent University, the University of Western Ontario and the University of Toronto, Linda has taught at post-secondary institutions, written for business and trade publications, and developed customized learning experiences for people of all ages. Linda is currently responsible for the day-to-day management of NLPCT inc. and develops courses in NLP, storytelling and effective communication.

Linda is extraordinarily proud of having trained almost all of our speakers here today and of her endlessly surprising partnership with Chris Keeler.

Barbara Luedecke, Ph.D.

### **The Enneagram and NLP for Reducing Stress and Enhancing Wellness**

Dr. Luedecke is president of Barbara Luedecke + associates. Prior to re-entering private practice in 1996, Barbara was Partner-in-Charge of KPMG's Toronto Change Management Practice. Before joining KPMG in 1984, she ran her own management consulting firm, which followed a number of years with Ontario Hydro in the personnel research and management identification areas.

Barbara's doctorate is in Industrial/Organizational Psychology. She is registered as a psychologist in the Province of Ontario and is a Certified Management Consultant.

Barbara specializes in executive coaching, the facilitation of strategic planning, performance management, organization design/effectiveness, and change management strategies. Her experience includes management assessment, training, and employee surveys.

Barbara is also certified as a Master Practitioner in NLP and Ericksonian Hypnosis.

Barbara is associated with NLP Canada Training Inc., providing courses on the Enneagram and its applications.

## Bev Hagedorn

### Who Do You Think You Are?

Bev is a Professional Life Coach in private practice specializing in Well Relationships - Self, Couples & Groups. She also works part-time at Shelterlink - a homeless shelter for youth between the ages of 16 and 24. She is currently creating an interactive program for the shelter called Changing a Life Story.

Bev has boatloads of credentials & life experience, yet still...she remains...just a person. And quite a person she is!

If you have not met her yet, nor heard her speak - you will be surprised by her simplicity, depth, sense of humour & sense of humanity. She is a Guardian of Dignity for lost & hurting souls. She has the heart of a mother, can take up space like a blowfish & has the strength of a mighty oak in gale force winds.

Bev is musical, athletic & really, really people smart.

It is a pleasure for her to sit on the Master Panel where we will present our ideas on 'Good - to Better.' As well, Bev is looking forward to moderating with her "peeps" on the Wellness panel.

Bev will also be performing in the evening program. Anyone who heard her sing at last year's symposium still has shivers. She amazes, energizes and inspires when she sings.

## Chris Keeler

### Surprises

Chris Keeler is a gifted and charismatic trainer and coach who has been working in neuro-linguistic programming for almost fifteen years. He founded NLP Canada Training in 2000, after the death of his mentor, Derek Balmer (who trained with John Grinder and Richard Bandler and was one of the first people to bring NLP to Canada). Currently, Chris is busy with many challenges, but he still participates in most practitioner trainings and some evening and weekend events.

Chris has used NLP to create success in fields that range from professional beach volleyball to education and marketing. His practice of NLP involves heightening sensory awareness to gain access to more information about leverage points for growth and change. He can often help individuals to achieve generative change as quickly as they can think through the patterns.

The HOPE symposium began in Chris's dream for a better kind of NLP conference. His vision, humour, tenacity and commitment to getting results inform every aspect of NLP Canada Training.

Christine Laperriere

### **The Possibilities that Rest in a Leader**

Christine's professional experience can best be described as looking for opportunities for improvement within any organization. She began as a quality blackbelt, utilizing principles of six sigma to reduce warranty expense, re-work, and labor costs generated through manufacturing and assembly processes. Next, she joined a management consulting firm where she utilized business process improvement methods to improve efficiencies, improve the continuity of management operating systems, and strengthen the ability of the management team to deliver on planned revenue and cost forecasts. Finally, she took the initiative to study NLP and Miller Heiman sales performance methodologies in order to better lead performance improvements within sales and customer service departments.

Christine's specialties include using proven and creditable methodologies to deliver step change improvements to any organization. In addition, her consulting practices engage and excite of the leaders and personnel within the organization to ensure performance improvement sustainability.

Visit Christine on the web at her LinkedIn Profile or at her company website, [www.leaderinmotion.com](http://www.leaderinmotion.com).

David Murphy, M.D.

### **The Pain is Not the Problem: NLP Solutions for Chronic Pain**

Dr. David Murphy is a Physician. He has a special interest in the treatment of Chronic Pain and is a Pain Specialist, who provides expert opinion on Chronic Pain in court. He provides an holistic treatment program for Chronic Pain that focuses on the wellness of the patient by combining psychotherapy treatment and medication management to optimize the patient's mental, physical, emotional and spiritual state.

Dr. Murphy is an Anesthesiologist and a Certified General Practice Psychotherapist with a private medical practice in Barrie, Ontario. He is a Master Practitioner of Neurolinguistic Programming.

Geddie Pawlowski, P. Geo.

## **Maintaining Momentum**

At this time in my life, I would characterize myself as an ever-learner: learning what adds up to meaningful and mindful relationships; exploring the various roles we play; and playing with various chains of thoughts, barriers and actions.

I have always been interested in water, nature and the outdoors growing up the rural area of Grantham Township, near Port Dalhousie in the 1950's. I participated at an early age with sailing and continued that until shortly after I came to Toronto in January 1973. By then I had received an Honours Bachelor of Science degree in Earth Science which included a strong biology curriculum.

After 1973, I worked out of and in Toronto as a provincial hydrogeologist and focused on exploration, mapping and development of groundwater supplies for many rural municipalities such as Dryden, Powassan, Orono, Valley East, and others in Eastern and Northern Ontario.

This evolved into another 10 years of high profile assignments regarding contamination from landfills and preparing Ontario's landfill site inventory culminating with work with the Interim Waste Authority to locate and defend a new secure municipal landfill site design for the City of Toronto. It was during this time that I first attended sessions involving NLP and the discovery of wordless communications in the public delivery of government programs. In 1995, I received my Toastmasters certificate and in 2006, my NLP Practitioner Certificate.

Then, I took on the challenge of sealing of 150 boreholes for OWMC, followed by the setting up a new provincial funding program for groundwater studies. By the time Walkerton happened we had funded over 40 survey areas and by 2009 some 180 areas had received funding to complete new GIS groundwater mapping and inventories within the province. More recently in January 2009, I retired from active service with the Ministry of the Environment and moved back home after 36 years. I am enjoying my family, 4 cats and a dog, amateur radio and the challenge of rebuilding my community in St. Catharines, in the house and in the garden where I grew up.

John Dafos

## **Recognizing Gifts**

What do studies in English literature, Western philosophy, mindfulness meditation, cognitive behaviour therapy, NLP and Ericksonian hypnosis have to do with being an effective educator? Nothing really. But John Dafos's goal has been to synthesize these disciplines into a unique model for getting the best out of students in the Toronto school board.

A master practitioner of NLP, John has co-facilitated two programs with Linda Ferguson with the intent of developing and facilitating more.

He is currently developing a fresh perspective on the traditional tutoring business called Gifted Learning Centre. His aim is to combine the traditional tutor model with the personal/life coach model to help students be, act, learn, and do at their very best. His intent is to make the 'Learning Coach' the next evolution in tutoring.

In his free time, John has been working on a collection of short stories that borrow from his Greek heritage and his appreciation for fiction with a mystical and supernatural twist.

## Karen Petcoff

### **On the Shoulders of Giants**

Karen is an award-winning communicator in the field of marketing communications.

Karen began her public relations career at one of Toronto's largest, most progressive hospitals where she headed up the department during several of the organization's defining moments. As part of the senior executive team, she managed several landmark decisions including the hospital's pioneering business venture that welcomed the first revenue-generating medical retail mall as part of a Canadian hospital and challenged its status as a not-for-profit government agency. As one of the anchor tenants, McDonald's Restaurants of Canada became the first McDonald's restaurant in a Canadian hospital.

Karen helped launch the NBA's Toronto Raptors Basketball team in Canada and directed the marketing communications efforts of Toronto's Air Canada Centre as well as the final game and eventual closure of historic Maple Leaf Gardens. She garnered unprecedented media coverage for a Canadian sports and entertainment facility, and successfully launched the venue's credentials in the entertainment industry.

Following her tenure at Maple Leaf Sports, Karen joined Toronto's Thornley Fallis Communications as a senior account director and led a number of major clients including: Nike Canada, TSN, Molson and The Lung Association.

In 2002 Karen launched her own public relations firm where she has represented a number of leading consumer companies as well as smaller not-for-profit organizations.

Interested in the area of high performance and maximum potential, Karen received her certification in Neurolinguistic Programming in 2004 through NLP Canada Training. She is a published writer, sought-after speech writer and presentation coach, and has received international recognition for her public relations work, including three Gold Quill awards from the International Association of Business Communicators.

## Kathleen Milligan

### **Nothing is Possible**

Kathleen Milligan is a practitioner based in St. Catherine's, Ontario, Canada. She was deeply inspired and trained with Eastburn Hypnosis in Denver in 2001. That education was her introduction to quality work in hypnosis and served as an excellent launchpad; she has since gone on to certify additionally as an EFT and Masters NLP practitioner. She established her independent practice, Action Hypnosis, in 2007.

Kathleen serves a wide range of clients in South Eastern Ontario who want to create positive hopeful changes in their lives. She has worked extensively with women around issues of fertility, childbirth, body image, and health. She launch a ground-breaking fertility program which helps women understand and resolve the complex issues that surround fertility, body image, and self-esteem.

Kathleen's mission, is to help people imagine the life they deserve and to guide them to live it. Her work is deeply satisfying, both personally and professionally; the changes she sees in her clients' lives fill her with joy. Visit Kathleen on the web at [www.actionhypnosis.ca](http://www.actionhypnosis.ca).

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Linda is extraordinarily proud of having trained almost all of our speakers here today and of her endlessly surprising partnership with Chris Keeler.

## Mike Murray

### (not quite here)

Mike Murray really, really wanted to be speaking here today, but was prevented by an unexpected appendectomy. Since we were also really, really looking forward to his presence, we are keeping him in the programme.

If you don't know Mike Murray, here's what we think about him at NP Canada Training: he is funny, wise, sharp, practical, intuitive and successful by many, many measures. He is a Master Practitioner of both NLP and Ericksonian Hypnosis who is as passionate about helping people as he is about preventing them from doing harm. And he's a really good friend.

This is what his website says about him:

Mike has spent more than a decade helping companies large and small to protect their information by understanding their vulnerability posture from the perspective of an attacker. From his work in the late 90's as a penetration tester and vulnerability researcher to leadership positions at nCircle, Neohapsis and Liberty Mutual Insurance Group, his focus has always been on using vulnerability assessment through penetration testing and social engineering to proactively defend organizations.

As well as running MAD Security's services, Mike is also in charge of the advanced curriculum of The Hacker Academy, where he trains security professionals on the newest methods of computer penetration testing and social engineering to help better protect their organizations. Mike's thoughts on security can be found on his blog at [Episteme.ca](http://Episteme.ca), and his work on helping build careers can be found at [InfoSecLeaders.com](http://InfoSecLeaders.com) and [ConnectedCareer.com](http://ConnectedCareer.com). You can also learn more about Mike at <http://www.madsecinc.com>

Mike will be back to do something amazing at NLP Canada Training in 2012.

## Dr. Mike Mandel

### **Creativity and Hypnosis**

At NLP Canada Training, we believe that Mike Mandel sets the standard for excellence in training people to understand, appreciate, experience and use hypnosis. The more you know about hypnosis, the more you appreciate watching Mike work. He's brilliant.

Here's his official speaking biography:

Dr. Mike Mandel is a uniquely qualified expert in the art and science of influential communication. An enlivening keynote speaker, he is known for being simultaneously fascinating and hilarious.

Mandel's career covers many different fields: corporate speaker, trainer, psychotherapist, martial arts instructor, writer, and stage performer. Five tours of Britain, and appearances in many media outlets, including the Globe & Mail, CBC, YTV, Vision, W5, Discovery, Bravo! Arts and Minds, as well as numerous guest spots on Australian television are a testament to his consistent popularity. Mandel has 18 nominations and six awards for excellence in entertainment, including the COCA Hall of Fame Award, previously won by Sarah McLachlan, the Tragically Hip and Jim Carrey.

A qualified trainer of Neurolinguistic Programming, and the Advanced Ericksonian Hypnosis Instructor for NLP Canada Training, he teaches salespeople, therapists and doctors. Widely regarded as one of the world's premier hypnotists, he holds a doctorate in clinical hypnosis, and is certified in a number of highly effective psychotherapeutic disciplines.

Mandel's highly energetic, innovative and entertaining corporate keynotes and presentations, provide audiences with powerful tools to communicate persuasively, increase intelligence and reduce stress. He routinely earns rave reviews, and his impressive and diverse client list includes Microsoft, Petro Canada, TD Waterhouse, Toyota, Bell Canada, the RCMP, Deloitte, Rogers Communications, Aecon Construction, and the Department of Defence.

## Mike Verhey

### **Framing Possibility Broadly**

Mike Verhey is a Management Consultant based in Mississauga.

His background includes more than 20 years of leadership development initiatives, executive coaching, and business change transformation. He has worked with over 200 Financial Post 500 companies in Canada, the US and Europe.

Mike became a Master Practitioner of NLP in the fall of 2009. His presentation this year incorporates some of his learning in Ken Wilbur's Integral Thinking. Mike can be counted on to have read something new and interesting since the last time you talked to him, to listen with precision and enthusiasm, and to get results.

## Robert Fisher

### Songs

What sets Robert Fisher apart from over 30,000 Elvis Tribute Artists from around the world is how indistinguishable his voice is from the king himself. Never has there been an artist able to capture the true essence of Elvis as Robert has.

Robert Fisher was born and raised in Toronto, Canada, and began singing along with Elvis records and movies when he was 10 years old. By 15 Robert had taught himself to play guitar and began writing songs. By the time he was 16, he was singing with local bands and soon after formed a band. . .

Robert has written 3 top ten records for himself in Canada. As a personal tribute to Elvis, Robert co-wrote and recorded a song that sold over 250,000 copies in the United States.

Today Robert is still writing songs and performing his "International Tribute to Elvis." He has added another very popular show called, "Showcase of Stars." It is a one man legends show where he performs tributes to Elvis, Engelbert, Conway Twitty, Neil Diamond and others.

Robert is also a Master Practitioner in NLP and the first practitioner to make women swoon during the closing story circle!

## Ron Vereggen

### Leadership Rocks!

Ron Vereggen, founder and head coach at Rapid Success Coaching Inc., helps leaders and entrepreneurs achieve the personal and professional goals faster. He is passionate about continual improvement and has been studying and refining the success strategies of elite performers since 1992.

Ron is the creator of the 9 Rapid Success Strategies. These are the strategies that he has personally used to achieve a six-figure income climbing the corporate ladder, again as an independent consultant and again as an entrepreneur. To unleash your inner leader and to receive a complimentary copy of the 9 Rapid Success Strategies simply visit [www.RapidSuccessCoach.com](http://www.RapidSuccessCoach.com).

Ron is a Master Practitioner of both NLP and Ericksonian hypnosis who has trained his dragon to provide warmth and flight.

Visit Ron on the web at <http://rapidsuccesscoach.com>

## Sheri Andrunyk

### Leadership and Possibility

*Founder, Insightful Communications, Women For Women, Women For Women 6 Figure Event, Master Mentors & Integrity News*

*Co-Creator of Clarity Day Retreats for Women and the Reinventing Yourself Series*

As a business and life coach, she generously shares her knowledge and experience gained from over 25 years as a successful entrepreneur. In addition to her certification as a Master NLP Practitioner, Sheri has extensive training and mentoring in business and direct sales; and has earned numerous awards for personal achievement and staff development. Through her intense commitment to higher learning, not to mention her ever-expanding and varied client base, Sheri has acquired considerable expertise and insights into many industries.

Sheri is masterful at managing time and resources for you and your team. She has the ability to get you to focus on what is critical and helps you create alternative behaviours you can consistently use ... to achieve more than you thought was possible. Whether it's personal relationships, setting and achieving goals, networking, time management, project management, sales and marketing, motivating staff, work/life balance, or just about anything else you can think of, as a coach and trusted colleague, Sheri truly delivers.

## *Women for Women*



**Sheri Andrunyk**

Business & Life Coach, Master NLP Practitioner  
Founder, Writer, Keynote Speaker

sheri@womenforwomen.ca Home Office 905-853-1968  
www.womenforwomen.ca  
www.insightfulcommunications.ca  
www.womenforwomen6figureevent.ca

## Steve White

### Using NLP to Remove Roadblocks to Excellence

Steve White is an advanced trainer who works primarily within four spheres: training delivery, change management, leadership development and advanced sports coaching. He operates within both Europe and North America. He is currently overseeing the delivery of training within a multi-disciplinary environment with a multi million dollar budget and some 100+ staff.

Steve's focus is split between the delivery of training output and the development and implementation of new, accelerated learning techniques utilising simulation and 3D, computer generated models coupled with small group coaching. He is a NLP Master Practitioner whose ability to blend leadership, change management, learning theory and NLP have led to results that have generated both time and dollar savings in the region of 20-25% of budget and returns on investment of 17-20% with no impact on training delivery. He also specialises in leadership development and mentoring.

He will be speaking on the role of NLP in removing the roadblocks to the pursuit of excellence.

Steve will also be telling stories during our evening performance.

## Susan Hobson

### Wellness and Possibility

Susan Hobson is an Elite High Performance Coach who works with athletes and professionals looking to achieve greater results than they can generate on their own. She helps them develop and implement performance-enhancing skills, strategies and habits that lead to great success. Susan Hobson is a graduate of Princeton University, a former player in the National Women's Hockey League, and a certified life coach. Here is some of her story:

At 13 years old, I was scouted by an elite prep school in New Hampshire and was offered a full scholarship to attend high school for 4 years. Knowing that the teachers and coaches would be among the best in North America, I eagerly accepted and moved to the U.S.A., leaving family and friends to follow a path that would lead me toward fulfilling my greatest dreams.

This new environment put a lot of stress on me and I became life threateningly ill the summer after my first year away. I was hospitalized and after two weeks in the ICU and many tests, not eating and rapidly getting worse, the doctors informed my parents that there was not much else they could do and that I was dying. We were all devastated and with no other options, my parents pleaded that they do something to save me. In a last ditch attempt to identify the sudden cause of this life-threatening illness, I had one last exploratory surgery. The procedure miraculously uncovered the root cause, and thus identified the required treatment and my life was spared.

I remember the day the specialists walked into my hospital room with grim looks on their faces, informing me that I would no longer lead a normal life, as the disease had no known cause or cure, only a long term plan for ongoing treatment to keep the symptoms at bay. I was devastated, realizing this meant no more hockey or going away to school and what seemed like the end of my dreams.

Not wanting to accept this dark prognosis. and doing my own

## Willard Bond

### Songs from The Youngest Man in the World

Willard Bond writes the kind of songs that catch your attention and start you humming.

He's a singer songwriter whose interesting perspectives on life reflect his interest in NLP and hypnosis. Want to know how a NLP enhances your skills to observe people with precision? Want to know how framing changes what an experience means? Do you want to know how expression and rhythm can change your state so that you want to sing along: "I've been fine before but I don't think I've ever been better?"

Listen to Willard sing his songs. Hum along. Let the NLP embedded in his songs seep into your unconscious mind so that you can see more and feel better.

Willard is a recording engineer, songwriter, and self-defence instructor based in Toronto. He's earned his practitioner certification in Dr. Mandel's hypnosis programme, and master practitioner certification in NLP through NLP Canada Training. He uses these skills to enhance the training experience for his self defence students, and has shared this knowledge with other trainers at several international conferences over the past decade. He also uses these methods to wrangle cranky or unfocussed musicians in the studio.

## Zoe Pepler

### **When the Body Talks**

Zoe Pepler practices Neuro-Linguistic Programming (NLP) and hypnosis to assist women in celebrating their whole selves. The focus of her work is on issues of teen girls and women and the struggles they face in their daily lives. Zoe's interest in hypnosis and NLP came from a desire to feel fit and healthy while aging in the challenging world of fashion. Zoe says, "I am and continue to be amazed by the changes I have personally experienced using hypnosis and NLP."

With over 20 years of professional experience as a model and an agent in the fashion and beauty industry, Zoe has a very good understanding of the pressures surrounding body image and weight loss. I combine my insider knowledge of the fashion world with hypnosis and NLP techniques to offer a healthy approach to positive body image.

Zoe is a Master NLP Practitioner and a Master Hypnotist. A certified member of The National Guild of Hypnotists, The International Medical & Dental Hypnotherapy Association and The National Federation of Neuro-Linguistic Psychology. Zoe has trained in Brief and Narrative Therapy from the Hincks-Dellecrest Centre in Toronto. She is also a mother, a writer and an Honours graduate from the Ontario College of Art and Design. Visit Zoe on the web at [www.nlpinsights.com](http://www.nlpinsights.com).