

SPEAKER - AUTHOR - ENTREPRENEUR

CHERYL SUTHERLAND

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ABOUT

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Cheryl Sutherland is a Transformational Speaker, Mindset Wellness Strategist, and Founder of PleaseNotes, a for-purpose company of affirmation-filled products. After seeing how mindfulness practices can make a deep and long-lasting change in the lives of others, she started her own personal growth company.

Focused on helping people grow their confidence, leadership skills, and changing the way they see themselves, she has had great results in both private and public sessions.

Cheryl has a vivacious spirit and a presence that connects easily with others and focuses on proffering questions and experiences to make attendees think, followed by clear, concise action steps to create discernible results. She is a proud Millennial and expert in entrepreneurship, mindfulness, women in business, life transitions, and personal growth.

Key Focuses: Impostor Syndrome - Confidence and Leadership - Stress and Anxiety Reduction - Mindfulness Tools for Career Success - DEIB

SIGNATURE WORKSHOPS

With almost a decade of professional speaking experience, Cheryl has had the opportunity to inform and educate thousands of people in person and virtually. With each workshop, panel, or presentation, she delivers the content in a way that is digestible, succinct, and allows the attendees to challenge their old patterns of thought without judgment.

FEATURED SESSIONS:

**All sessions include Journaling Exercises, sharing and a Q and A session.
Sessions are available in different formats for 30, 60, 90 and half day sessions.**

MINDFULNESS

Gratitude and You - The Beginners Guide to Gratitude

Great for people affected by stress and anxiety who want an effective practice to move through it quickly and increase their overall happiness level.

Takeaway: Easy and quick stress reduction exercises for home and work, an improved outlook on life, and an increased ability to focus on the positive.

Result: Less sick days are taken, an increase in productivity, work ethic, and increased employee morale have been reported.

Journal Your Way to Clarity - Reorient, Rebalance and Refocus

Great for people going through life transitions who feel unfocused, untethered, and stuck in life. Attendees will get to practice with new journaling modalities that they can easily use on a day-to-day basis or when facing an obstacle.

Takeaway: Clarity on the next steps in life, increased self-confidence, and feeling more capable of achieving their career goals.

Result: An increase in focus, determination, and application of leadership qualities in the workplace, creating stronger, solution-oriented employees. Employees are more likely to set bigger goals and feel motivated and capable of achieving them.

EMOTIONAL INTELLIGENCE

Inclusion and You - Responsible Allyship Starts Within

Great for people wanting to build bridges when discussing DEI work. Focuses on Cognitive Reframing to change perspectives and take the charge off of discussing difficult issues so information is given and received productively. Overview and discussions of terms such as Racism, Privilege, Bystander Privilege, and Microaggressions.

Takeaway: Learning how to approach conversations with empathy, understanding how to support diverse people in the workplace, actions to take, and a deeper comprehension of privilege.

Result: A shift in the company culture that is seen as more progressive and inviting to current and future employees and increase employee retention ease in acquisition. Employees and management become empowered to support diverse employees with issues and diverse employees feel safer to communicate their wants and needs.

Growing Through Grief - Building Strategies to Support

Made for HR leaders or those currently in people management roles to create a support strategy for colleagues and their teammates to effectively assist through the death and grieving process.

Takeaway: Learning how to set up a death and grieving framework so that staff are supported, expectations are clear, and management has a strategy to lean on to support their team.

Result: Management is well equipped to deal with the inevitable in an empathetic way, and is able to structure support workflow unique to each case leading to Increased confidence in the people management team, longer retention and stress reduction in affected staff members.

ADDITIONAL CAREER GROWTH WORKSHOPS AND EXPERIENCES

- Shine - How To Build Your Career Through Branding Online
- Aligned - Creating Goals That Help You Grow
- Vision Boarding and You - A Beginner's Guide to Vision Boarding
- Value Your Value - Keys to Negotiating for Your Worth at Work

ACCOLADES & PRESS

BRIT+CO InStyle HUFFPOST Forbes

FASTCOMPANY THRIVE GLOBAL HELLO GIGGLES KICKSTARTER

PAST & ONGOING SPEAKING PARTNERSHIPS INCLUDE:

FreshBooks

21 NINETY

BADASSERY



Quicken Loans



rollingout

CANADIAN MUSIC THERAPY FUND

She STORIES

DRESS FOR SUCCESS

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CLIENT TESTIMONIALS:

Cheryl is an incredible public speaker, one that truly cares about the content she is sharing and looks to understand the pain points of the audience she is addressing. Cheryl is lively and upbeat, making her easy to work with, and has a large roster of speaking points within the world of entrepreneurship and creativity. I would highly recommend Cheryl for panel speaking, keynote address, and moderation (live and digital).

Client - Irene Elliot - Senior Marketing Manager - Freshbooks

Event - Entrepreneurship Panel

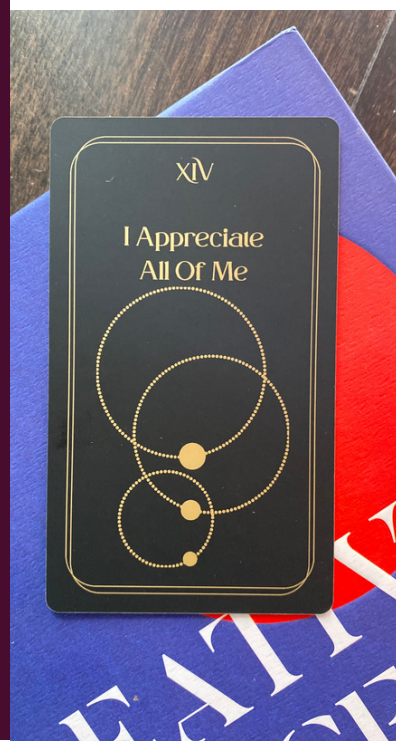
Result - Poll after the event showed a 32% uptick in the brand's trust factor and 112 new Freshbooks trial accounts opened.

I had the pleasure of having Cheryl facilitate a panel of colleagues and members from our executive team to have a discussion about the Black Lives Matter movement and share stories from different perspectives of diversity within the black community. Cheryl's leadership, poise, and infectious smile made the panel feel calm and safe to have a conversation of such intensity. She had created a video for education on microaggressions, bystander, systemic racism, and allyship that was extremely impactful and received amazing feedback from 50+ CPA staff members. I look forward to working with Cheryl in the future and in addition having her products in our staff library.

Client - Julius Campbell - DEI Lead - CPA Canada

Event - DEI workshop

Result - Poll after the event showed 95% of attendees felt they better understood different types of microaggressions, what systemic racism is, and how to be a better ally in the workplace.



CLIENT TESTIMONIALS:

In 2021, I enjoyed participating in a vision board and journaling workshop led by Cheryl Sutherland during a women's leadership seminar at Salesforce. I was blown away by Cheryl's ability to create a safe and inspiring environment for us to explore our goals and aspirations. Her guidance throughout the workshop was incredibly insightful and helped us connect with our deepest desires.

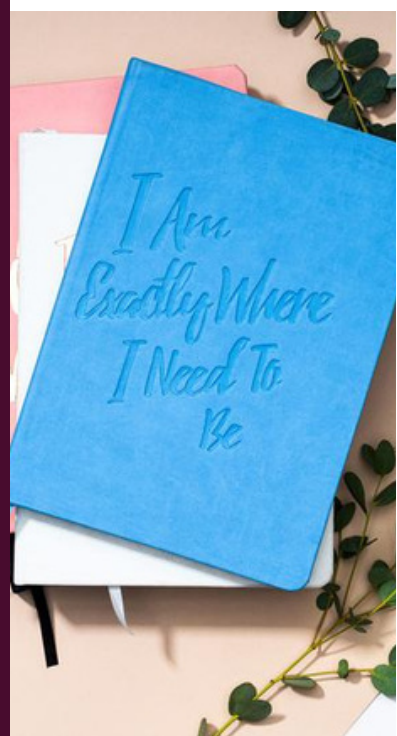
Not only was the workshop fun and engaging, but it also provided a powerful tool for personal growth and development. Thanks to Cheryl's facilitation, I left the workshop feeling clear, focused, and motivated to pursue my dreams. Some participants realized they had never shared their dreams with anyone before and found saying them aloud was a great learning experience. I noticed that a few of these women experienced a confidence boost and shared they could communicate their goals to their leadership, resulting in promotions or new roles found shortly after the event.

I highly recommend a vision board workshop led by Cheryl for those seeking greater clarity, direction, and control in their life or career.

Client - Leigh-Anne Nugent - Former Director, Outbound Product Management - Salesforce

Event - Vision Boarding and You

Result - Increase in Attendee Career Clarity and Confidence.



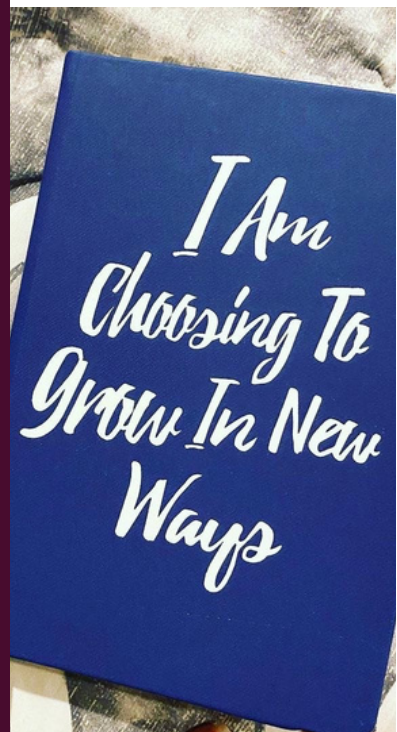
CLIENT TESTIMONIALS:

Cheryl is a passionate and engaging speaker who makes every room she's in a better place. Her natural presentation style, mixed with joy and humour, puts the audience at ease and keeps them engaged. Cheryl also really knows her stuff! You will leave events where she speaks feeling inspired, excited, and filled with positivity and possibility. Cheryl is definitely someone you want speaking at your next event.

**Attendee - Trista Devries - CEO - Trista Devries & Co.
Event - "Journal Your Way to Clarity" Workshop**

Cheryl delivered a "Journal Your Way To Clarity" workshop for my team. She skilfully engages the audience, is fun, kind and welcoming. Journalling is a very personal and vulnerable activity, and Cheryl is gifted with creating a safe space for people to share. It was a beautiful workshop with lots of practical exercises that completely transformed my journalling practice to a more intentional and purposeful one. I could not recommend Cheryl enough for empowerment workshops, speaking, event facilitation and her PleaseNotes goods are gorgeous!

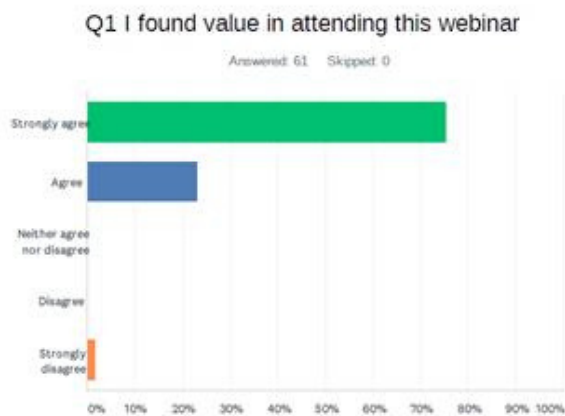
**Client - Baiba Ziga - Founder - Lakehouse Consulting
Event - "Journal Your Way to Clarity" Workshop
Result - Survey a week after the workshop, 90% of attendees said they now see journaling as a tool to achieve their goals. 60% said they've used a journaling practice learned in the session for working through a career problem.**



CLIENT RESULTS:

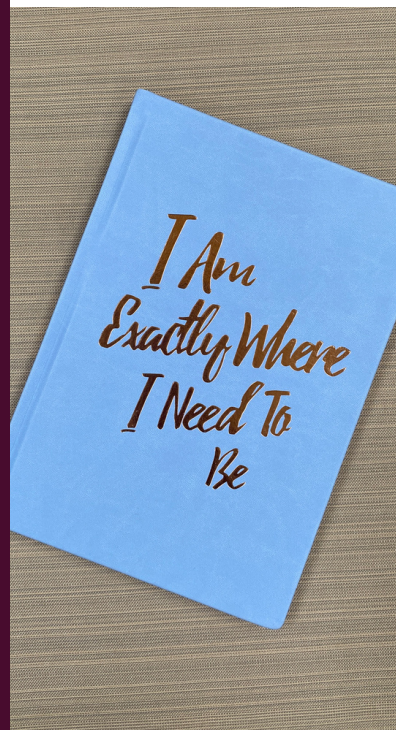
With the help of Edith Ng, from Brain Services at Toronto Rehab (University Centre), we would like to share with you the feedback we received from the great session we held on January 28th on Bell Let's Talk Day. Not surprisingly, the feedback was overwhelmingly positive. The results shown in the graphs below and in the attached survey spreadsheet provide the responses of 61 University Health Network staff who took the time to complete the survey.

Client - Henry Zajac - Senior Stewardship Officer - Toronto Rehab Foundation at University Health Network Event - "Gratitude and You Workshop"



ANSWER CHOICES	RESPONSES
Strongly agree	75.41% 46
Agree	22.95% 14
Neither agree nor disagree	0.00% 0
Disagree	0.00% 0
Strongly disagree	1.64% 1
Total Respondents:	61

[Click here to see full survey answers](#)



LET'S GET STARTED

Click here to pop yourself into my calendar
www.Calendly.com/CherylSutherland