

Purposeful Coaching

This session will provide senior sales objectives with:

- An opportunity to reflect upon, and assess, current coaching practices
- Three essential elements of Purposeful Coaching
 - Establishing a coaching culture
 - Defining a Purposeful coaching process
 - Supporting the process and culture with the tools and systems
- A blueprint for identifying opportunities to increase the effectiveness of coaching by becoming more purposeful

Speaker: Shelly Fowlie - President, Skill Dimensions Inc.



Building on sales experience gained within the telecommunications industry Shelly Fowlie founded Skill Dimensions Inc. in 1998. Since then she has leveraged her business experience working with sales teams working in diverse markets and her background in adult learning based instructional design. Skill Dimensions Inc. programs are highly interactive, results based and focus on providing practical learning solutions.

Based in Saint John New Brunswick, Shelly specializes in custom program design and delivery in the areas of:

- Leadership and Coaching
- Sales and Service skills and strategies - addressing the needs of sales teams working in a business account management, door to door, contact centre or on-line chat environment
- Communication Skills

Clients have a comprehensive curriculum of learning solutions to choose from or can opt for custom designed programs tailored to address needs unique to their organizations. Programs may be delivered by the Skill Dimensions team, or in a train-the-trainer format with certification for internal training resources.

When not working with clients throughout Canada and the US, Shelly, her husband Darell and rescue dog Zola, enjoy time spent at their cabin in the woods. (which is not so isolated that we don't have high-speed Internet)