



Catherine Armstrong Helps People Work With People. She draws on her twenty-five years experience as a leader, business owner and manager to create relevant, practical and sustainable strategies that develop leaders and improve the effectiveness of groups and teams.

Her down-to-earth and knowledgeable approach inspires business leaders to improve productivity, find solutions to conflict and problems and increase customer satisfaction.

As president of Armstrong Training & Development, Catherine presents workshops, facilitates group discussions, and is a leadership coach. She has a sincere approach, a sense of humour and actually likes people. This allows her to establish rapport with individuals from various backgrounds and experiences. Clients describe her as upbeat and enthusiastic, with a great approach for getting participants involved and engaged in learning

Catherine is the author of *“Does Anybody Hear Me? How Leaders Communicate So People Will Listen”* and co-author of *“Be The Leader They Love: Attracting and Retaining Staff While Earning Their Trust”*. She is a Professional member, and board Past President, of the Canadian Association of Professional Speakers, and a member of the International Association of Facilitators.