

Sue Johnston

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SUMMARY OF QUALIFICATIONS

- Strategic communication manager/consultant with experience in diverse organizational environments
- Skilled at translating organizational strategies into actions people can understand and undertake
- Adept at building networks and productive professional relationships within large, diverse organizations
- Expertise in the related areas of audience-centred communication, leadership, engagement and change
- MBA (Communication Management), IABC Accredited Business Communicator, IAC-certified coach

Position	Develop Communication Strategies	Train/Coach/Manage Others	Marketing/Branding	Introduce Change	Manage Issues/Media Relations	Consulting/Influence Others	Manage Projects/Publications	Interview/Write/Edit
It's Understood Communication	X	X	X	X	X	X	X	X
Bermuda positions	X	X	X	X	X	X	X	X
BMO	X	X	X	X	X	X	X	X
TD	X	X	X	X	X	X	X	X
Journalist positions		X		X		X	X	X

PROFESSIONAL EXPERIENCE – OWN BUSINESS

It's Understood Communication, <http://www.itsunderstood.com> and Waterloo, Ontario (03/05 – present)

- **Workplace Communication Specialist**

Provide organizations in change with strategic advice, tactical support, coaching and training in the areas of workplace communication. Assess communication effectiveness to shape strategies that engage external and internal audiences and promote understanding. Train teams and coach individuals in communication skills such as audience-centred communication, handling difficult conversations, effective presentations and clear writing and design. Major client for past two years has been University of Waterloo Co-Operative Education Dept.

PROFESSIONAL EXPERIENCE – AGENCY AND NONPROFIT

Troncosi PR (07/04-11/04) Hamilton, Bermuda

Aardvark Communications (02/00-12/01) Hamilton, Bermuda

The Bermudian Publishing Company, Hamilton, Bermuda (08/97- 10/05)

- **Communication Specialist/Freelance Writer** – Advised clients from all sectors of Bermuda's economy on strategies and tactics to enhance their reputations. Created promotional, instructional, and editorial material for print, broadcast and web. Clients included banks, insurance companies, government agencies and technology firms. As a regular contributor to *Bermudian Business* and *The Bermudian*, developed story ideas and wrote about events and people affecting the island's business and cultural life.

Bermuda National Trust, Hamilton, Bermuda (03/99-11/99)

- **Development Director** – Managed communication and fundraising for a non-profit organization that preserves natural and historic sites. Worked with board and staff to develop a marketing orientation and mindset. Implemented a branding and communication program that earned regular media exposure, built community awareness, restored eroding membership and exceeded fundraising objectives.

PROFESSIONAL EXPERIENCE – CORPORATE COMMUNICATIONS

BMO/Bank Of Montreal, Toronto, Canada (04/89-03/96)

- **Communication Specialist, Management Consulting Group, IT Division**
- **Senior Manager, Corporate Policies & Procedures, Operations Group**
- **Manager Employee Communication, Public and Corporate Affairs**

TD Bank, Toronto, Canada (01/87-04/89)

- **Training Developer/Instructor, Training & Development Department, Human Resources**
- **Assistant Manager, Employee Communication, Employee Relations Department, Human Resources**

Managed diverse external and internal communication programs in the Canadian financial services industry at a time of rapid technical and regulatory change and rising customer expectations. Analyzed and interpreted organization and industry issues affecting employees, customers and shareholders and built support and understanding of organizational change. Projects included publications, videos, speeches, instructions, proposals and electronic communications. Coordinated activities of multiple suppliers and managed budgets up to \$1-million.

As a member of the Public Affairs team at BMO, was involved in day-to-day operation of a busy, bilingual public relations and marketing organization. At BMO Operations, led a team of procedures writers in creating clear, concise corporate policies and procedures and migrating them from binders to online systems. As an HR employee at TD, moved from Employee Communications/Employee Relations to Training Department to develop an employee orientation program. Also led branch procedures, client service and sales courses.

PROFESSIONAL EXPERIENCE – JOURNALISM

- **Various publications**, Toronto, Ontario (85-86) Freelance Writer/Contract Editor
- **London Free Press**, London, Ontario (84-85) Reporter/Arts Columnist/Copy Editor
- **Edmonton Journal** (81-83) News Reporter/Feature Writer
- **CFAC TV, Calgary**, Alberta (80-81) News Writer/TV Producer
- **Canadian Broadcasting Corporation**, Toronto and Calgary (77-80) Reporter/Weekend Producer

Beginning as a newsroom assistant at CBC's *The National*, held positions of increasing responsibility and challenge involving writing, reporting, planning and management in TV news, daily newspapers and consumer magazines. Regularly selected for teams introducing change in the form of new shows, features or publications.

SPECIALIZED TRAINING WORKSHOPS DEVELOPED* OR LICENCED

- *Talk To Me – Conversations that Get Results* (face-to-face communication in the workplace) *
- *Leading Change – Making it Real* (influence and communication skills for changing times) *
- *Present With Ease* (presentation skills training and coaching)
- *At Ease With The Media* (media spokesperson training)
- *Communicate With Style* (understanding and using personality styles for effective communication) *
- *Personal PR* (using PR strategies in your job search)*
- Part time instructor in the Public Relations Program at Conestoga College (2009)

EDUCATION AND PROFESSIONAL QUALIFICATIONS

Royal Roads University, Management Programs, Victoria, British Columbia

MBA – Two-year graduate program with concentration in organizational communication. Major project (successfully implemented) was to develop a leadership competency model for an international bank.

International Association of Business Communicators (IABC)

Accredited Business Communicator (ABC) – Professional certification based on experience, education, oral and written examinations and a juried work portfolio. (Now serve as an examiner.)

International Association of Coaches (IAC)

Certified Coach (IAC-CC) – Professional accreditation based on written exam and demonstration of coaching proficiency.

Bishop's University, Faculty of Arts, Sherbrooke, Québec

Bachelor of Arts (Sociology/Psychology) – Four-year liberal arts program.

Technical and Other Programs

Trained in publication management, production and design, web and human-computer interface design. Participated in professional workshops in communication, adult learning, workplace transition, workplace diversity, emotional intelligence and coaching. Qualified to administer and interpret Myers-Briggs Type Indicator (MBTI) and other assessments. Have applied all this learning on the job.

PROFESSIONAL MEMBERSHIPS AND BOARD POSITIONS

International Association of Business Communicators (IABC) – 2006/07 Chair Canada East Region.
Member of *Canadian Society of Training and Development (CSTD)*, *International Association of Coaching (IAC)*, *International Positive Psychology Association (IPPA)* and *Communitech*.

PERSONAL INTERESTS

Write and speak on topics related to interpersonal communication; lifelong learner currently pursuing advanced coaching skills/certification; experienced singer and music theatre performer; author of *Talk To Me - Workplace Conversations That Work*, to be published in 2011.