

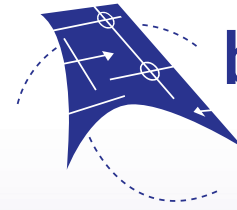


Kelly McInenly

Vice President Foodservice & Retail Practice

*Classically Trained /
Entrepreneurially Minded*

Lives in Toronto, Canada with her busy boys.



blueprint

What advice would you give new leaders?



Be patient with yourself... there are many things to learn, and many stages to learning:

- 1 - Unconscious Incompetence (i.e. you don't know what you don't know)
- 2 - Conscious Incompetence (e.g. me dancing)
- 3 - Conscious Competence (e.g. me running)
- 4 - Unconscious Competence (e.g. me driving)

Use self-awareness to know where you are, and self-management to get to the next stage.

FAVORITES

TED TALK ★★★★★

10 Ways to Have a Better Conversation by Celeste Headlee

BOOKS ★★★★★

Never Split the Difference, Negotiating as if Your Life Depended on it by Chris Voss with Tahl Raz

CITY ★★★★★

Bogotá, Colombia

QUOTE ★★★★★

"Trust comes on foot but leaves on horseback"
~ Johan Thorbecke, 1798-1872

blueprint North America - Tell me more

We offer training, coaching, consultancy and keynote addresses that help unleash the potential of individuals, teams and organizations in three areas:

1 UNLEASH YOURSELF

2 UNLEASH YOUR PLAN

3 UNLEASH YOUR CUSTOMER

Anchored by our values - Purpose, Performance and Positivity - we believe that **success can be planned**, that winning is by design, and that you are the architect of your outcomes. Using blueprint processes, tools and concepts helps commercial professionals to learn to be disciplined, plan to be prepared, and **choose to be confident**.

What inspired you to dedicate your life to helping people and organizations unleash their potential?

Brevity breeds clarity... and brevity is a dying art!

New passion projects



outside of blueprint that you're currently working on...

- Marketing for a Beauty Supplement start-up
- Instructing a fourth year Bachelor of Creative Advertising course at Humber School of Media Studies
- Publishing a collection of children's stories... **Little Milly and the Great Lakes**
- Co-authoring Julien Leblanc's first book... **Foundation Before Creation**

Proudest business accomplishment?



Working with my Sales counterpart to design and staff an integrated, collaborative, high-performing Sales and Marketing function. The commercial chain works best when linked by professional respect, mutual trust and shared objectives.