



## Chris Chapman

Strategist and Operator

Helping business leaders to align their resources for growth through enhanced planning, measurement and execution.

Lives in Oakville, ON, Canada with his wife, Hayley and two vibrant teens!

## blueprint North America

We offer training, coaching, consultancy and keynote addresses that help **build confidence** in individuals, teams and organizations in three areas:

### 1. PERSONAL CONFIDENCE

### 2. SALES CONFIDENCE

### 3. STRATEGIC CONFIDENCE

### 4. LEADERSHIP CONFIDENCE

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?

I recognized early on that I am never more engaged and excited than when learning something new. So I spent my corporate life building a broad base of skills in Finance, Sales, Operations and Strategy in order to become a true generalist. Now I can put these tools and experiences to work as I learn about a new organization, industry or process. It's very rewarding to help leader to simplify the complexity in their business and to chart a clear path toward remarkable results.

## Proudest business accomplishment?

More than any personal recognition or awards, I take great pride in watching colleagues and clients who I have coached and mentored as they achieve their own goals.

## What advice would you give new leaders?



Like life, business is about the journey and not the destination. Be humble and authentic as you engage in continuous, purposeful learning and active listening. Not only will you accomplish all of your goals, but you will attract the most talented teams and enjoy yourself at each step along the way.

## FAVORITE...

### TED TALK

*The Agony of Trying to Unsubscribe*  
by James Veitch

### BOOK

For a practical approach to strategic planning in a concise and action-oriented format, try Lafley and Martin's *Playing To Win, How Strategy Really Works*.

### CITY

We found Lauterbrunnen, Switzerland on a family trip to Europe in 2018. I will never forget waking up to a postcard view of snow-capped mountains towering over the village nestled in the deepest valley in the alpine chain. Simply breathtaking.

### QUOTE

"Integrity is doing the right thing, even when no one is watching."  
~ C.S. Lewis