



## Kelly McInenly

Vice President Food, Wellness & Beauty Practice

Classically Trained,  
Entrepreneurially Minded

Lives in Toronto, Canada with her busy boys.

## 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?

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

### 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.

## 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.

## FAVORITE...

### TED TALK

*10 Ways to Have a Better Conversation* by Celeste Headlee

### BOOK

*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