

Julianna Cantwell CAE, CCRN, CMI, CHRP
President
JUNA Consulting Inc.

Professional Experience

President

JUNA Consulting Inc.

- President and Principal Consultant providing expertise in human resources management, training and development, and strategic communications.
- Certified Adult Educator with 15 years experience in training design and delivery for technical and soft skills training.
- Communications specialist with 10 years experience as a writer/editor specializing in policy & procedure development, business writing, change management, and internal relations.

Human Resources Advisor

Edmonton International Airport

- Generalist role, emphasizing labour relations, change management, employee attraction and retention strategies, job evaluation, classification and compensation, performance management, disability management, Top 100 Employer initiative.
- Led the design of a New Employee Orientation Program for the Edmonton Regional Airport Authority.

Learning Specialist

TELUS

- Designed and piloted "Facilitating Individual & Organizational Development" Program, which included train-the-trainer, coaching, and a management development program.

Director of Training & Development

SYSCO Food Services of Edmonton

- Front Line Supervisor Program: designed a comprehensive, results-based management training and development program with a special focus on ROI evaluation & accountability.
- Sales Training Program: designed, developed and facilitated a skills-based, interactive sales training program (introduced "vendor commercials" to supplement training costs).
- Mentoring Program: designed and implemented a comprehensive mentoring program for the sales team.
- Coaching: counselled supervisors and managers on effective leadership, team building and succession planning strategies.
- Train-the-Trainer Program: developed and implemented an annual program for supervisors, managers and identified department successors.
- Succession Planning: developed training programs and mentoring systems to help department leaders cultivate successors.
- New Employee Orientation Program: designed and implemented a comprehensive, cross-departmental NEO program.
- National Training: assisted Director of Training for Canada with regional training sessions - design and delivery.

- Vendor Train-the-Trainer Program: developed an external training program offered for suppliers to enhance their marketing skills to the sales team, thereby turning training department into a profit centre (vs. cost centre).
- Strategic Planning & Vision Setting (executive team retreat).
- Business Contingency Plan Coordinator – Teamsters Union Strike Plan Lead.

Director, Marketing & Administration

Pinnacle Claims Consulting Ltd.

- Partner and co-founder of independent WCB claims consulting company, specializing in advocacy and representation of injured workers.

Access & Privacy Training Specialist

Information Management, Access & Privacy Division, Government of Alberta

- FOIP Legislation Administration: administered the Freedom of Information and Protection of Privacy (FOIP) Act Training Program to all levels of management and staff of the provincial government, and to more than 1,200 local public bodies (i.e. police commissions, post-secondary institutions, health care sector, etc).
- Program Supervision: supervised the design and production of training materials, advertising, and course documentation.
- Staff Supervision: supervised support staff involved in training registration and course administration activities.
- Consultant & Contract Management: liaised with external training consultants, and managed contracts and the government tender process.
- Training Evaluation: evaluated effectiveness of training programs, and made recommendations for improvement to senior management.
- Technical Support: provided training and technical support to users of the cross-government IT tracking system (database); developed and maintained user support documentation.
- Statistical Reporting: collected, analyzed and reported on FOIP program and training program statistics.

Procedures Specialist

Appeals Commission, Alberta Workers Compensation

- Focus Groups: designed and facilitated focus group sessions.
- Consultation: conducted comprehensive interviews/consultation with internal stakeholders (fact finding and data gathering).
- Procedure Development: wrote operational and administrative procedures based on policy, legislation, and research studies.
- Training: designed and delivered training for new practices (including needs assessment).
- Research & Analysis: performed extensive research studies and project analysis.
- SMT Reports & Presentations: wrote evaluative reports and recommendations for presented to senior management team.
- Change Management & Communications Planning: developed and implemented a strategic communications plan during organizational restructuring.
- Organizational Effectiveness: job design and job evaluation during organizational restructuring.

Writer / Researcher

Daina A. Bruners & Associates Consulting Ltd.

- Wrote and edited books for publication (business proposal writing; grant proposal writing; dealing with difficult students).
- Edited and re-designed training materials and presentations for various clients/contracts.

Director of Education, Canada

LCN International / European Institute of Esthetics

- Supervision: supervised 20+ regional educators across Canada.
- Training Standards: implemented and managed a national training standards program.
- Trainer & Distributor Conferences: planned and presented national train-the-trainer programs and conferences.
- Training Design: designed and delivered multi-level technical training, including personnel in-servicing (in-house and on-site).
- Training Manuals: designed and developed training manuals and instructional materials, including comprehensive theory exams and practical exam evaluation systems.
- Specialty Sales Seminars: held business building and customer service seminars.
- Public Relations: coordinated public relations campaigns and delivered motivational speaking presentations across Canada.
- Media & Trade Show Representation: public speaking at national and international sales seminars and training workshops, and public relations/media representative at provincial and national trade shows.
- Product Development: researched and advised on the selection of new products to import from Europe at international export conventions.
- Marketing & Advertising: created marketing campaigns and designed advertising materials.
- Writing: wrote articles for national trade magazines.

Education

Management Studies Program –Certification

- Grant MacEwan University

Human Resources Management Program –Certification

- Grant MacEwan University

Master Instructor Program - Certification

- Northern Alberta Institute of Technology

Certificate in Adult & Continuing Education (CACE) Program

- University of Alberta, Faculty of Extension

Conflict Resolution & Negotiation Program - Certification

- Northern Alberta Institute of Technology

Communications & Crisis Intervention Techniques - Certification

- The Support Network

Professional Affiliations

Human Resource Institute of Alberta (HRIA)

- Certified Member

Human Resource Management Association of Edmonton (HRMAE)

- Past President, 2011-present
- President, 2010-2011
- Director, Public Relations & Communication Committee Chair, Networking Committee Co-Chair 2009-2010

NAIT HR Advisory Committee

- Member

Grant MacEwan University HR Advisory Committee

- Member

University of Alberta, Executive Education, HR Advisory Committee

- Member

Alberta Women Entrepreneurs (AWE)

- Director, 2010-Present

South Edmonton Business Association (SEBA)

- Member

Canadian Society for Training & Development (CSTD)

- Member

Appendix A – Project Descriptions

The Appendix A contains short project descriptions of previous consulting engagements.

Organizational Effectiveness
Worked with a homebuilder on numerous projects including developing their mission, vision and values, developing an organization structure and succession plan.
Employee Relations
Provide ongoing advising services to numerous clients on employee performance, discipline and termination matters
Functional HR
Assisted a homebuilder in the development of job descriptions and an employee handbook. HR advising services were also provided on performance coaching.
Assisted a start-up financial company in job description development, a mini-salary review and a review of their policy manual.
Salary Review
Assisted a not-for-profit agency with developing an executive job description and conducting a salary review for a key operational position.
Job Evaluation
Worked with an airport authority and sat on the job evaluation committee during the classification of out-of-scope employees.
Educational Framework
Worked with a local University to develop an educational framework for a respectful and inclusive workplace. This included conducting an internal audit, environment scan/best practice review, focus groups, stakeholder interviews and needs assessment.
Sales Training
Develop and delivered sales training for a homebuilders association focusing on a consultative sales model. The training was attended by Sales Representatives from homebuilders across Alberta and taught them how to become trusted advisors to their clients.
Marketing Training
Worked with a homebuilders association to deliver training on marketing concepts. The course focused on building a marketing plan for a business, a project or a product line. This was a required course to achieve Master Builder certification.
Relationship-based Sales Training
Worked with an orthodontics office to deliver relationship-based sales training to their treatment coordinators and receptionists.
Customer Service Training
Worked with a diagnostic imaging company (through Creating People Power) to facilitate a customer

service training session. All frontline and administrative staff from across all the clinics participated in defining customer service and committing to what the customer experience would be at the organization.

Professional Development Workshop

Worked with a school district (through Metro Continuing Education) to facilitate a professional development workshop for their administrative staff. The workshop focused on dealing with difficult people, social styles and communication styles.

Business Planning Workshop

Worked with a real estate association to develop and deliver a business planning workshop. It was designed to help Realtors develop their practice and differentiate their services in a competitive market.

Time Management Training

Developed and delivered a Time Management workshop attended by the Accounting and IT staff at food service company. The workshop included pre- and post- assessments to benchmark how much time was saved after the training.

People Soft Training Evaluation

Led a strategic steering committee at a local university that was tasked with evaluating People Soft training across Finance, Information Services, Human Resources and the Registrar's Office. Recommendations were made to re-brand the training and to move to a competency-based training model.

Employee Engagement Workshop

Worked with a not-for-profit organization to facilitate a workshop on employee engagement as part of their Welcoming Workplaces pilot project. The workshop was directed towards Executive Directors and HR professionals working in the non-profit sector.

Train-the-trainer

Designed and implemented a comprehensive train-the-trainer and coaching program for a phone company to aid trainers, floor coaches and supervisors to enhance transfer of learning for call centre agents.

Designed and implemented a train-the-trainer program for the clinical team at a health care organization to help clinicians share knowledge and empower patients with lifestyle choices to make them healthier.

Leadership Development

Designed and implemented a hybrid training and peer learning circle program for a health care organization. It focused on leadership development through learning core HR skills, change management and how to manage different personalities.

Appendix B – Summary of Skills and Experience

Human Resources Management

- Workforce planning (organizational charts, job design & descriptions)
- Recruitment & hiring strategies (interviewing techniques)
- New employee orientation
- Employee satisfaction surveys
- Policy & procedure development (and corporate communications)
- Classification (job evaluation and banded compensation grids)
- Performance management (coaching, goal setting & management by objectives - vertical integration)
- Progressive discipline
- Disability management (WCB claims, short term and long term disability)
- Succession planning
- Change management (organizational re-structuring, communications)
- Leadership development (strategic thinking, problem-solving, decision-making, transactional surveys, balanced scorecards, leadership coaching at senior executive level)
- Respectful & inclusive workplace educational strategy

Training & Development (Design, Development & Implementation)

- Program planning
- Needs assessments (formal & informal)
- Focus groups
- Train-the-Trainer Programs
- Technical, systems training
- Sales, business-building and customer service seminars
- Soft skills (communications) development
- In-services (in-house and on-site)
- Public speaking presentations & information sessions
- Training evaluation - comprehensive theory exams & practical skills evaluation systems
- Measuring Return on Investment (ROI) in Training, CSTD - Jack Phillips

Instructional Design & Delivery

- Industry & Market Research
- Course Content Development (Textbooks/Manuals)
- Curriculum Development (customized):
 - Course Blueprints
 - Leaders' Guides
 - Lesson Plans
- Comprehensive Theory Examinations
- Formal Evaluation Systems (Formative & Summative)
- Practical Examinations

Coaching & Facilitation

- Executive Coaching – Strategic Planning, Communications, and Human Resources Management
- Contemporary Training Environment & Adult Learning Principles
- Facilitating Process - Various Learning Styles
- Neuro-Linguistic Programming (NLP) for Enhanced Communication
- Student-Centered Learning Environment
- Progressive Education Philosophy

- Empowerment-based Training (What, How & Why)
- Dynamic & Interactive/Participatory Presentations
- Mentoring, Coaching & Peer Teaching Programs
- Student Counseling & Advising
- Constructive Evaluation & Critique Principles
- S.T.A.R. Feedback Model

Sales & Sales Management Training Resources

- Consultative Sales, Power Marketing
- The 5-minute Professional, Bob Schultz
- Professional Selling 1 & 2, Professional Home Builders' Institute of Alberta (PHBIA)
- Consultative Selling, TELUS
- MA as Relationship Manager, SYSCO
- Dynamic and Interactive Sales, Banff Business Institute
- Managing Effort, Getting Results (Performance Management & Coaching), Self Management Plus
- EffortWorks (Management Training), TELUS
- "Sales Through Education" Method, LCN
- Interviewing & Recruiting Techniques For Sales Managers, Lock & Associates
- Train-the-Trainer, SYSCO
- Facilitating Individual & Organizational Development (FIOrD), TELUS

Marketing

- Advertising: created marketing campaigns and designed advertising materials
- Campaigns & Public Speaking: coordinated public relations campaigns and delivered motivational speaking presentations across Canada
- Media & Trade Show Representation: public speaking at national and international sales seminars and training workshops, and public relations/media representative at provincial and national trade shows
- Product Development: researched & developed new products, new product analysis, product tester & advisor
- Industry market analysis; marketing plan development for new products
- Created advertising promotions (weekly & monthly)
- Designed & created marketing brochures

Public Relations

- Television Appearances as Guest Speaker (Live & Pre-recorded)
- Media Liaison
- Writing Editorial Articles for National Trade Magazines
- Keynote & Guest Speaker
- Representative at Promotional Expositions (National)
- Educational Institutions (Secondary & Post-secondary Levels)
- Educators Conferences (Provincial & National)
- Fundraising & Awareness Seminars
- Motivational Workshops
- Trade Shows (across Canada)

Freelance Writing & Editing

- Copywriting, editing, proofreading, publication design & format specifications (style guides)
 - technical/training manuals, screenplays, informational brochures, advertising & marketing materials, conference packages, creative writing, graphic design, layout & design, desktop publishing, wrote articles for national trade magazines, website content information, performance support materials (policy & procedures), "how-to" books (for publication),

newsletters, editing & proofreading

- Various Software Programs (MS Office: Word, Excel, PowerPoint, Access, Visio, Publisher)

National Standards Management

- Implementation & Enforcement of National Education Standards Program
- Creation & Facilitation of One Week "Train-the-Trainer" Seminars (Regional)
- Strategic Planning for Annual Educator Conferences (National)
- Supervision of National Educator Team
- Creation of Interactive Educational Workshops (all-levels)
- Learning & Information Resource for Provincial Distributors and Educators
- Development & Preparation of Quarterly Newsletters
- Organization & Maintenance of Educator Handbooks
- Create & Chair In-services for Office Personnel