



Siobhan Calderbank #BOSSLADY

Industry: Speaking, Change Management & Leadership

Country: Canada

Strengths: Speaking, Author, Leadership & Change Management Expert

Favorite Quote: "Do the best you can until you know better. Then, when you know better, do better." Maya Angelou

1. Give us a bit of background about yourself and when/how your journey started

Siobhan Calderbank is a dynamic speaker, an award-winning published author, recognized Learning Leader and an expert in change management and leadership. She has spoken to diverse groups at conferences, events, seminars, and planning sessions to motivate individuals to work more collaboratively. She has engaged audiences of over 2500 people from 71 countries. Siobhan is a creative, energetic, results-driven speaker with a well-earned reputation for motivating and inspiring client groups. She is the recipient of the Canadian Business Chicks 2019 Woman of Inspiration Award for Diversity and Inclusiveness and nominated as a 2020 Top 100 Accomplished Black Canadian Women.

Siobhan began her career delivering key programs to audiences in large organizations. She then transitioned into a consulting role where she was integral in assisting senior management teams to identify performance gaps, develop key leadership competencies, initiate culture change and improve overall employee engagement. Siobhan's many years of experience enabled her to fuse together her love of teaching and her passion for change management to become a sought-after speaker that inspires professionals and entrepreneurs to improve performance outcomes.

She created a unique proprietary 4-step approach to leading change that bridges the generational differences in change and leadership. She has aided teams to develop innovative solutions to achieve their strategic objectives, grow their organization's market share, improve efficiency, increase profitability and enhance culture through engagement.

In her personal life, she overcame many adversities, one of which was being divorced and a single mother of two small children.

These challenges sparked her interest and commitment to personal leadership, resiliency and helping other women who have encountered similar experiences. She is the Founder of Change Leadership Accelerator and focuses her time on helping to expand women's opportunities for leadership, professional development, and leading change. She has volunteered to speak at women's groups such as Women in Aerospace and Avanti Women. In addition, Siobhan is a volunteer mentor and provides guidance to women that are trying to progress in their careers, female entrepreneurs that want to improve their business, and individuals that need strategies to overcome tough changes in their lives. She also served on the Advisory Board for InteleXOne to promote diversity, inclusiveness and belonging while working closely with Executive Sponsors for Women, LGBTQ+, Visible Minorities, Persons with Disabilities, and Allies Enterprise Resource Groups.

In addition, Siobhan is a new wife, mother of three children, a comic-book super hero nerd, an axe thrower, loves archery, and a candy-holic. She likes going to the movies, theatre and is learning how to play golf.

2. What does it mean to you to be a Finalist for the Inspirational Female Entrepreneur Awards 2019?

Being a Finalist for the Inspirational Female Entrepreneur Awards 2019 is truly an honour and an opportunity to expand my reach to help other female entrepreneurs and intrapreneurs (those working in organizations, but think and act like a business owner) with change, leadership and learning. Finding female leaders and role models can be challenging, especially for women of colour. I am able to show other women who desire to be a speaker that being an introvert in no way means to silence your voice, but rather we all have a right to be heard and have value to offer.

I will continue to break down barriers, stereotypes and biases through my commitment to change. There are no limits as to what females can do when they work together to achieve success. Alone you are strong, but together we are powerful. I am humbled to be considered as someone that is inspirational among so many women that have tirelessly given their time and themselves to accelerate the advancement of women.

I believe an inspirational female entrepreneur is an authentic leader that can influence, motivate and stimulate others to take action, continuously learn and develop themselves. She leads by example and encourages others to do the same. She understands that while life may not always be easy, a positive attitude can make all the difference. She is open to change and takes consistent and persistent action towards a vision to help others.

3. In 2019, the online space is so crowded, what is your secret to standing out and grabbing attention from prospective clients?

The secret to standing out is constantly offering real value. I have seen so many people hold back from offering more or doing more because they felt that they needed to wait until they are paid more. This is a fallacy. The more you give because you love what you are doing – i.e., helping people – the more success will follow. The success that comes with standing out is merely a by-product of serving others with the intention to make their lives better. It is critical for you to know your audience and the people that you serve. You have to offer them what your competitors are not. To do this, you have to identify the gap. Then you must consistently offer value that is better quality and faster than your competition. You don't have to make big changes. Small changes over time can lead to major transformations to your business and your life. If you can do that, you will continue to grab the attention from prospective clients and ultimately increase your performance.

4. What was the biggest mistake you have made in your career and what did you learn from that mistake?

The biggest mistake I have made in my career is thinking that I could do everything on my own; from video production to creating sales funnels to taking my speaking career to the next level. I quickly realized that I could not possibly do it all. I needed help. While YouTube and Google are great learning tools for small tasks and increasing your knowledge on a topic, you cannot master everything. Whether you are an entrepreneur that offers a product or service or an intrapreneur that works for a company that provides a specific expertise, you have taken time to master your skill. So why not procure the services of others that can do what you need better than you?

Your time is valuable. Instead of spinning your wheels and wasting time on activities that can easily be done by others, start asking for help. This mindset change led me to getting a coach and learning how to achieve the results that I wanted while avoiding the mistakes that they made. Subsequently, I have mentored others to improve their desired results by up to 300% and encouraged them to learn from my mistakes so that they can progress forward. I would urge any individual that wants to improve their business or take their career to the next level, to get a coach and a mentor.

5. What can we expect from you in 2020?

I am currently working on a book about change leadership and plan to launch it in 2020. It will define what change leadership is and what makes an effective change leader. The book will outline a four-step blueprint including practical activities that leaders can implement to engage multi-generational staff to adopt change. It will also provide tools to assess individual and organizational readiness for change and how to respond appropriately to resistance.

GET IN TOUCH WITH SIOBHAN

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