



JackeyBackman.com  
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*"Jackey was exceptional and full of energy the entire two days of our managers' conference. Everyone in our group of 24 wanted to participate. Every manager stood up and stated that they were learning a lot and enjoyed being there. This was our sixth managers' conference and this has never happened before. I can not thank you enough for such a wonderful time."*  
B. Matus, Asset Manager  
Marc Realty, U.S.A.

*"Jackey demonstrated her own personal leadership ability and her deep understanding of what truly motivates people. I feel she has directly impacted my success as a leader."*  
Scott Shawyer, CEO  
JMP Engineering, Canada

*"Fabulous, insightful and absolutely amazing. Jackey is uplifting and motivational as always."*  
Lisa MacDonald, Manager  
Purolator, Canada

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# Jacqueline Backman

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**Consultant • Trainer • Coach • Speaker**

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- **Powerhouse communicator** with more than 10 years of expertise in designing and delivering results-producing training programs to more than 30,000 people at all levels in private and public corporations, businesses and organizations throughout Canada, U.S.A., Europe and the Middle East.
  - **Exceptional ability** to identify exactly what is getting in the way of obtaining results. Designs and delivers interactive presentations and programs that address and overcome obstacles, engage participants and achieve results for leadership, communication, transformation and personal development.
  - **Uses advanced teaching techniques** to spark participants' love of learning. Creates safe, respectful and compassionate environment filled with humour and discovery. Increases self knowledge and awareness through experiential exercises which are painlessly eye-opening and incomparably motivational.
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## Partial Client List

National Research Council of Canada	Purolator
Ministry of Oil and Gas Oman	JMP Engineering
The Achievement Centre	Rockhurst University
Paramount Energy	MacMaster University
Bank of Valletta	DHL Canada
Sport Canada	Canada Post

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## Areas of Expertise

Organizational Leadership  
Confidential Executive and Senior Management Development  
Developing and Implementing Employee Development Programs  
Overcoming Conflict, Behavioural Difficulties and Low Morale  
Behavioural Change through Language  
Trainer of Neuro-Linguistic Programming

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## Education and Certification

**Master's Degree in Metaphysics** 2012  
**Bachelor's Degree in Metaphysics** 2010  
University of Metaphysical Sciences  
**Certification in Results-Centred Leadership** 2008  
Achievement Centre, Oman, Middle East  
**Trainer of Neuro-Linguistic Programming** 2007 (upgrades every 2 years)  
**Master Practitioner of NLP** 2002 (annual upgrades)  
Society of Neuro-Linguistic Programming  
**Certified Instructor Facilitator** 2001  
Langevin Learning Services

### Client Testimonials ...

*"Jackey is an excellent leader and coach. She connects easily with people and builds strong relationships. During her time in Oman, she delivered leadership training and coaching to senior executives and civil servants. They just loved her and her approach. This helped her achieve great successes."*  
Dr. Mohammed Benayoune, Owner, The Achievement Centre, Middle East

*"Life altering quite literally! The seminar provided me the information / tools to be a more effective leader. Although my peers came from varying occupations, roles and demographics, the information crossed all barriers and was useful for leaders in any capacity. You have a gem with 'JackeyB'. Her enthusiasm, knowledge, approach and tact are priceless. As an educator, I was able to gain knowledge simply through her modeling. She is an exceptional teacher."*  
Diane Reid, Peel District School Board, Canada

*"I've worked with other consultants and I've been banging my head. Jackey gets me, within a few minutes she's nailed the root of the problem and by the end of the meeting I'm feeling focused, happy and equipped with a new perspective and direction."*  
Diane Kocet, CEO  
The Energy Credit Union

## Highlights of Experience

### Lead Trainer and Program Developer

*One Spirit Inc., 2002 to Current*

*Personal development training company that provides personalized training, retreats and public programs, internationally.*

- **Achieved CEO's mandate and obtained 95% positive feedback to personalized training program for chief officers, executive heads and department heads for international bank with 1200 employees.** Met with 10 chief officers to assess and analyze obstacles, distractions and trouble spots. Designed and delivered 2-day training program for 10 chief officers to optimize leadership for director level, understand and align focus on corporate vision and how it relates to specific departments, and learn how to implement strategies for increased employee performance. Developed and delivered three 2-day training programs to cover all aspects specific to leadership for 200 executive and department heads. CEO was impressed by unconventional and effective methodology used to achieve detailed mandate and the participants' almost unanimous satisfaction.
- **Addressed and overcame ineffective leadership, group conflict and saboteur challenges which were adversely affecting morale and productivity within department of 18 scientists.** Designed interactive and experiential 3-day training program for cerebral and argumentative group of participants who were resistant to new concepts. Used advanced teaching techniques, astute neuro linguistic programming skills and learning exercises to fully engage the participants. Participants gained a broadened awareness of their role in the overall group dynamic as well as how that dynamic impacts the organization as a whole. A powerful personal commitment was made by all participants. At follow-up, the department was running smoothly, issues were being resolved resourcefully and the saboteur was relating effectively and respectfully.
- **Achieved a detailed mandate for an association of approximately 50 doctors (owners) and 350 staff from 20 veterinarian clinics.** Developed interactive and experiential weekend retreat for effective leadership, communication and customer service skills. Participants appreciated the creativity and spontaneity and outcomes were highly successful. During the process, participants were able to recognize their own strengths and identify areas for improvement. Follow-up assessment determined new protocols and procedures were implemented and positive changes were happening in the clinics.
- **Demonstrated optimum flexibility, versatility and professionalism to ensure conference breakout session was a success even when participant numbers increased at the last minute.** Went from mindset of teaching 50 participants to restructuring session to be interesting and interactive for 200. Advanced teaching techniques ensured learning went beyond the surface. Teaching methodology was structured to move participants through experiential process to awareness and information that was immediately applicable. Expectations were exceeded and participants were eager to apply what they had learned. Bookings included a private retreat at session completion.

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Dr. Mohammed Benayoune  
Owner, The Achievement  
Centre, Middle East

*"Jackey kept the audience motivated and interested. I would not hesitate to attend one of her conferences, use her services or recommend her as a guest speaker. She is an amazing asset to any group ... I absolutely love this woman!!!"*

Rachel Leduc, Director  
Management Services  
Sport Canada

*"This woman is amazing! She knows exactly what she's talking about and keeps it so simple, no bells, no frills, just straight talk. The best investment I've ever made!"*

Andrew Vella Montague  
Owner, Dragonlord Creations  
Malta, Europe

*"Good! Great! Life altering!"*  
Chunyan Hao  
Ontario Ministry of  
Environment, Canada

#### Executive Leadership Coach

*The Achievement Centre, Oman, Middle East, Contract 2008 to 2009  
Delivers proven management and leadership solutions to business owners and senior management.*

- **Addressed and overcame challenges in the work environment by training senior level executives how to become results-centred leaders and coaches within the oil and gas industry.** Assessed and analyzed leadership and communication issues; then designed and delivered successful weekly and monthly coaching and training program for 4 director generals and 22 directors during one-year contract.

#### Speaker / Trainer

*National Seminars Training, Rockhurst University Continuing Education, Inc.  
Kansas City, MO, U.S.A., Contract 2000 to 2008  
Focused on delivering results-producing training to adult professionals in all industries and professions.*

- **Delivered numerous one or 2-day training programs and one-hour breakout sessions on variety of topics** such as conflict resolution, dealing with difficult people, train the trainer, communication skills, customer service, assertiveness training and various leadership and management programs.
- **Trained groups of 30 to 50 adults from diverse businesses and organizations,** often delivering 5 different training sessions in 5 different cities during one-week period. Acquired skills and flexibility to walk into unknown scenarios and spark people's love of learning to achieve desired outcomes.
- **Delivered keynote talks, presentations, breakout and training sessions at 20 women's conferences and training sessions in Canada and U.S.A.** Consistently exhibited strong grasp of subject matter and ability to deal with all challenging and difficult situations with wisdom, diplomacy and humour.
- **Achieved average of 5.8 out of 6 on evaluation scores from participants** at completion of all training sessions and conferences throughout Canada and U.S.A. (Required score was 5.6 to keep contract.) Consistently demonstrated solid work ethic and exceptional training skills.

#### Product Sales Manager Canada

*Uvalux International, Innerkip ON, Contract 1998 to 2000  
Canada's #1 distributor of tanning salons with beds, equipment and products to customers since 1979.*

- **Turned around product sales team** from foundation up by developing innovative leadership strategies, strong management skills and one-on-one mentoring. Delivered numerous training programs to overcome sabotaging, micromanagement, low morale and difficult behaviours.
- **Increased overall departmental product sales** by 38% and highest product sales by 45% within the first year by effective coaching, implementing monthly targets and providing step-by-step strategy of success.