



**JOANNE SIGURDSON B.Comm (Hons),
EXECUTIVE LEADERSHIP COACH AND CERTIFICATE COURSE AUTHOR**

Joanne Sigurdson is the author of a certificate course in the Knowledge Bureau's Executive Business Builder Program, entitled *Leadership, Culture and Continuity*. The purpose of this course is to help the student, a leader or aspiring leader, better understand how to develop and grow their leadership skills, build the culture that is required to achieve their vision and business goals, and ensure continuity of their organization by developing an effective team around them. Students are engaged in learning what is required to ensure the continuous improvement and continuity of their organizational structure and working relationships to position for on-going growth, stability, and equity development in the enterprise.

Joanne Sigurdson is an optimistic seasoned Executive Coach and Business Consultant focused on assisting Executives and Business Owners grow their leadership skills to achieve their personal and professional goals. She has successfully worked with numerous businesses to help them establish and implement a plan for taking their organization to the next level.

Joanne has also held many Senior Executive level positions in the Private and Public Sectors and successfully lead a travel franchise from start up to \$22 Million in Sales where she served as President of the Franchise Owners Association and was recognized as the "Franchise Owner of the Year". She later merged her company and became Managing Partner of the larger enterprise doing \$80 Mil in annual sales.

She has been nominated for Manitoba Women's Entrepreneur of the Year, was a founding member of first Private Sector Lead Economic Board for the City of Winnipeg. and has held numerous Board Director Positions including the Asper School of Business Associates Board.