
PROFILE: LINDA PICKARD PH.D.



Linda is an award-winning facilitator and designer of leadership and personal development programs. She was named as instructor of the year in 2010 by McMaster University's Centre for Continuing Education. In 2012 she received CCE's "Instructor Appreciation" award. Linda designed and delivered an advanced leadership program for McMaster managers which won a combined five program awards in 2010 from the Canadian Association of University Continuing Education (CAUCE), Canadian Association of University Business Offices (CAUBO), CAUBO Ontario, McMaster President's award and the Canadian Society for Training and Development (CSTD).

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Linda is founder and CEO of Pickard & Laws. It focuses on teaching the latest neuroscience-based soft skills so that people happily bring their "A" selves to work. In her interactive sessions, top leaders, managers and individual contributors learn how to 'change up' their interpersonal, team and collaborative habits to adapt more easily to the constantly challenging work environment. Topics are custom-designed to the client situation. Through the lens of the latest insights on performance management, topics may include the real drivers of engaging and motivating people who think and learn differently; the hidden, yet learnable factors of successful teams and easy-to implement, practical habits for better problem-solving, strategic thinking and decision-making in a group. Linda's tool kit for skill development draws on research from a number of disciplines, including learning and brain science, decision science, evolutionary biology, behavioural economics and positive psychology.

Linda writes a blog at <http://nkleadership.blogspot.com> and is an active "tweeter" at www.twitter.com/lindapickard. Her most recent published article – *What really motivates employees? It's not what you think* – is featured in the 2011 October edition of Municipal World.

Pickard & Laws' clients include banks, universities, cities, towns, city-regions, conservation authorities and organizations in pharmaceuticals, telecommunications, high-tech, health care, food services, professional services, not-for-profits, industry associations and logistics.

Linda is an adjunct professor and instructor at McMaster and Brock Universities and member of the International Leadership Association. She is a graduate of University of Toronto with a Bachelor of Science (nutrition), Diploma in Public Health Nutrition, Master of Education and Ph.D. in educational psychology.

"As a facilitator, Linda is intelligent, creative, professional and engaging. Her curriculum is well-researched and consistently interesting to a professional audience. Her delivery style is thoughtful, deliberate and spirited."

Jenni Allerton, Program Manager, Custom Corporate Training & Professional Development Programs,
McMaster University, Centre for Continuing Education

"I have had the wonderful opportunity to work with Linda in co-delivering leadership programs. Through Linda's understanding of how learning works, we developed a real-life, interactive and emotional leadership case study for my session. I have seen first hand the satisfaction of the attendees and the loyalty of her partners."

Norm O'Reilly, Ph.D., Former Visiting Scholar, Graduate School of Business, Stanford University,
Associate Professor of Sports Business, University of Ottawa.