



Charlene Sanjenko

Speaker's Kit 2019

Indigenous Leader | Media to Mobilize Visionary | Builder of Strong Women Who Lead

Meet Charlene

Charlene Sanjenko is a proud Canadian woman of Indigenous descent.

A positive role model and revolutionary leader, Charlene progressively pushes past perceived boundaries to inspire hope, tangibly demonstrating what is possible by uncovering dormant potential.

Leadership - first and foremost - is by example.

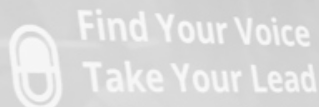
Charlene is a visionary, social impact entrepreneur, publisher + producer, author, speaker, community leader, women's advocate, instigator and action-taker, athlete, community economic development enthusiast and former two-term Councillor for her coastal hometown in beautiful British Columbia.

She is the Founder and CEO of **PowHERhouse Women's Leadership Accelerator**, a multi-platform digital operation that convenes powerful women from across Canada and globally to learn, grow, scale-up, build visibility, expand networks, deepen connections and gain access to what they need next to amplify their impact, starting in Canada with a goal of entering the global marketplace.

View Charlene's current cv [here](#).

View Charlene's leadership blog [here](#).

View PowHERhouse [here](#).



2019-2020 Keynote Messages | Leader Learning Opportunities

The Leader Path, understanding the four stages a leader walks through on their path and how to optimize that experience for both of you

SPEAK! Canada, the importance of publicly declaring what we are committed to - to access the opportunities we are ready for next as leaders

Everything I Need to Know About Mobilizing Leaders, I Learned from Fitness; from competitive athlete to leader of leaders - how we can collectively move women forward nationally and globally

Building Strong Women Who Lead, the missing links of media, mindset and muscle to close the gender gap, faster

Ready to Rise, Charlene's personal story of courage, forgiveness and acceptance as an Indigenous woman rising from foster care to ready herself to speak in front of the UN WOMEN



Praise for Charlene

Charlene delivers real, relevant and relatable inspiration for the purpose of taking action to create impact.

No canned speeches or regurgitated presentations, her delivery is concise, from-the-heart focused and specifically geared to engage performance, potential and powHER.

Through her stories, speaking style and stage presence, Charlene demonstrates what is possible as she continues her work to strengthen our nation, one powHERful woman at a time.

**... You will not see more
passion, determination and
authenticity from anyone
other than Charlene...**

"I have had the pleasure of working with Charlene Sanjenko in numerous ways over the past decade, as a mentor, supporter, sponsor and friend.

I am deeply impressed with her dedication, devotion and deep conviction to move women forward as leaders both personally and professionally.

As a speaker, Charlene shines as a real, relevant role model!

Years in the fitness industry as both an athlete and coach are evident as she continues to bring energy, motivation, and action to her presentations. Her experience as a Municipal Community Leader (in Local Government) are obvious in her yearning to create relevance, depth and positive change.

She speaks with purpose: Taking ACTION for IMPACT and then speaking about it to inspire others to do the same.

Finally, her dedication as a Social Impact Entrepreneur and Women's Advocate for over 18 years with an Indigenous background create her foundation and passion to redefine power, teaching others the balance between lifestyle + leadership, bringing our WHOLE selves to each day to reach our EPIC potential for our greatest good.

Anything less would not do justice to the experience she has chosen for herself in this lifetime!"

Audience Match

- ✓ Policymakers
- ✓ Governing Bodies
- ✓ National Associations
- ✓ Corporate Directors & Decision-makers
- ✓ Leaders in Media, Advertising & Communications
- ✓ Educators, Academic & Industry Influencers
- ✓ Indigenous Entrepreneurs + Emerging Leaders

Engagement Options

Signature Keynote powHERtalk: READY TO RISE!

Charlene shares her personal story of courage, forgiveness and acceptance as an Indigenous woman rising from foster care to ready herself to speak in front of the UN WOMEN.

Pulling on the transferable threads of learning, best practices, tangible examples, inspiring stories and key take-away tools influenced by her own learning as well as the powHERful Indigenous and non-Indigenous women in her life to harness energy, leverage performance, and powerfully RISE to our fullest natural potential as leaders - stronger in body, business and life.

Power is at the forefront of every intelligent conversation, but it's a new form of power that people are craving: **The Power to Rise** beyond what we feel is possible to the place where we know we are being called to go.

Delivery Face-paced 1-hour keynote; flexible to match the needs of diverse audiences and time allotments

1-Day Lifestyle + Leadership Offsites

Option 1 | On the Brink of Greatness: #EPICwithEASE

"None of us 'have time'. We 'make time' for those things that are priorities." - CSJ

Stepping out of your life even for a day can catapult you forward in your life. We talk about reaching our EPIC potential but how do we actually do it?

Over the past five years, Charlene has developed a *progressive performance process* to help teams move from where they are now to where they know they can be.

Perfect for team-building, engagement and recognition.

Delivery | 4 to 6-hour 1-day retreat or in-house training



A High-Energy Morning: In-House or Off-Site

THE LEADER PATH | Leveraging High-Impact Progressive Performance

PROBLEM: We lack bold, big-picture, courageous leaders ready to tackle in-our-face global problems.

OBSERVATION: They are out there, but far too few who are operating at their optimal potential.

- 70 per cent of employees are not showing up to work fully committed to delivering their best performance. 52 percent of those workers are basically sleepwalking through their day.
- 92 per cent of people don't achieve their goals.
- Only 25% of people believe they are living up to their potential to be creative, and more than 75% of people feel that their countries are not living up to their collective potential to be creative.

RESULT: A fear-based rather than flow-based form of leadership in business and in life.

Understanding the four stages a leader walks through on their leader path and how to leverage high-impact progressive performance (HIP) optimizes that experience for both of you.

The convergence of Lifestyle and Leadership is here. Old-school leaders are tired, losing credibility, suffering from ineffectiveness and completely unsustainable. The world is seeking authenticity led by action – literally action. “Walk the talk” is taking on a whole new meaning.

Some would suggest that time is our greatest commodity. Charlene feels it is our attention.

Now, like never before, we are searching for our competitive-edge. Energy management, resiliency, thriving amid stress, recuperation, complete integration, simplicity, focus, presence, self-care and self-acceptance – they are all part of the **High-Impact Performance (HIP)**.

As a former competitive athlete and coach, media visionary, social impact entrepreneur and local government leader, Charlene lives keeping multiple balls in the air. She has gained an incredible amount of wisdom from the thousands of women she has intentionally connected with over almost two decades, hundreds of women she has advised, supported and mentored, the 200+ leaders she surveyed and interviewed in preparation for her upcoming book, **READY TO RISE** and accompanying journal, **The PowHERhouse Playbook for Women Ready to Rise!** and the 150+ women she put on-stage in the PowHERtalks national speaker series:

- Leverage the value and technique of simple integration – less steps, more attention, greater results.
- Hear the top success strategies of 200+ PowHERhouse leaders interviewed.
- Explore the top excellence habits identified and which ones make the most sense to implement into your career and life.
- Be introduced to the **PowHER & Performance Plan**, a simple 1-page tool for integrating personal vibrancy with focus and consistency into your life as a practice.
- Use Charlene's simple **Daily High 5** method for a consistent, well-rounded approach to optimize daily performance and joy.
- Get a sneak-peek into the **The PowHERhouse Playbook** progressive performance journal.
- Outcome: Know what you are ready for and how to get there.

Delivery: 3 to 4-hour workshop.

The Leader Path

Progressive performance to mobilize leaders



Stage 1 Inspiring Possibility

If she can do it, maybe I can too.
If we can see it, we can be it.



Stage 2 Building Capacity

What are you ready for next?
Traction occurs in the presence
of access and readiness.



Stage 3 Sustaining Success

Can I hold on?
I will grow - stronger for longer
- with a solid foundation.



Stage 4 Ready to Rise!

Great leaders make tough
decisions. Tough decisions
make great leaders.
When we are uncomfortable,
we are GROWING!

Option 2 Lifestyle + Leadership Off-Sites

WOMEN LEADERS RESET | Ready to Rise!

Women are playing small. Operating under our EPIC leadership potential. Bigger. Bolder. Braver. That's what is needed.

It's our time to rise. WHY? The world needs us.
She needs all of us, operating at our highest potential for our greatest good.

OUR HOME

We have 12 years to limit climate change catastrophe, warns the UN.
"The world's leading climate scientists have warned there is only a dozen years for global warming to be kept to a maximum of 1.5C, beyond which even half a degree will significantly worsen the risks of drought, floods, extreme heat and poverty for hundreds of millions of people."

OUR HEALTH

The average life expectancy of Canadians continues to rise and has now reached 81.1 years. What does the quality of our life and our mental, physical and emotional health look like? According to the **American Psychological Association**, chronic stress is linked to the six leading causes of death: heart disease, cancer, lung ailments, accidents, cirrhosis of the liver and suicide. And more than 75 percent of all physician office visits are for stress-related ailments and complaints.

Our Health is calling for flow-based not fear-based leadership that ensures quality of life of all.

OUR HEALING

The Canadian Index of Wellbeing measures what Canadians care about most: their health, living standards, leisure time, their kids' education, even the air they breathe. 21-years of data comparing the wellbeing of Canadians to economic growth shows the gap between GDP and our wellbeing is growing.

- **Canadians are sacrificing the things that make life worthwhile:** culture, leisure, volunteering and social connection with friends and community – even sleep.
- **We urgently need to put wellbeing at the heart of public policy.**
- **We need to imagine a Canada where the CIW is as familiar, and as valued, as GDP, the TSX and the DOW.**

We need leaders who place top importance on our people, their well-being and their ability to not only survive but to thrive.

Offsite activity options include:

- Morning stretch, meditation and journaling for clarity;
- Fitness or outdoor activity – mindset and core connection;
- Delicious high-energy lunch – re-energize;
- Indigenous cultural activity – singing, drumming, chanting, dancing;
- Creativity activity with a local writer, painter, dancer, etc., and;
- Mastermind strategy session and individual time.

Delivery: 6-hour 1-day retreat.



SPEAK! Canada

MEDIA + MANIFESTATION TO MOBILIZE WOMEN

SPEAK! Canada is a national program designed to provide professional women with a proven process and platform, encouraging them to speak clearly, concisely and confidently to move forward as leaders with impact. Preparing leaders for their next opportunity.

We work closely with female executives, entrepreneurs ready to grow, emerging leaders and changemakers who are ready to make an impact in the world and SPEAK about it!

In this 6-hour workshop, your team will be introduced to the key components of SPEAK.

We work through the practicality and importance of a powHERful 1-minute introduction, set clear goals on communication specifics and where each participant is looking to create greater confidence, ability and impact when they speak whether that is in her next sales presentation, a critical client conversation or in front of 100+ peers.

This workshop intensive can be delivered as a stand-alone or combined with our 6-module blended learning program that participants will complete online afterwards. More details are available [here](#).

- **Own Your Intro;**
- **Laying Your Foundation;**
- **On Your Mark;**
- **The 3 P's – Practice, Preparedness, PowHER!**
- **Mastering Your Delivery with Magnetism**
- **Presentation Celebration**

Find Your Voice. Take Your Lead.

SPEAK! 

Upon completion of the 6-module program, Charlene returns for an optional in-house presentation celebration where participants get to experience the stage and deliver their final presentation. The SPEAK participant presentations can be combined with lifestyle + leadership talks presented by PowHERhouse speakers ([PowHERtalkers](#)) which you can view here to fully round-out an event for leader recognition, brand-building, client appreciation, networking and more.

Delivery: 6-hour 1-day workshop; 6-module blended learning program (virtual); follow-up in-house presentation celebrate.



SPEAK! Canada is a highly interactive and rewarding program focused on concrete traction and results.

Testimonials

"An excellent strategist, Charlene excels in collaborating with various partners and working with diverse opinions and agendas. She is a realist who has built a solid reputation based on honesty, integrity, responsiveness and directness with all who know her.

Known for her inspiring leadership, Charlene is an excellent educator / facilitator and presenter. She does not hesitate to tackle the tough issues and her approach invites openness, transparency and accountability in all her relationships. She never loses sight of the purpose of her work and how all the pieces fit together. She is able to keep others focused, listens exceptionally well and is task oriented.

Charlene expects honesty, integrity, commitment and hard work from her associates and because she models these qualities, she is able to manage relationships with respect and integrity; she is gifted in motivating others."

Jeanne Fike, Executive Director, Burnaby Family Life

"I have known and admired Charlene for many years. She has an amazing ability to touch the lives of so many people and truly make a positive difference. She is a wonderful role model for women seeking a healthier and happier lifestyle."

Patricia Greenfield

"Charlene's quiet calmness, sense of humour and vast knowledge gained from decades of 'been there, done that' is fantastic! She puts you at ease, tailors her approach to suit you, keeps your goals and history in mind when working with you and makes it exciting. There are always plenty of 'ah ha!' moments!"

Kathrine

"Charlene's good judgment and mature outlook ensure a logical and practical approach to her endeavours. She is not afraid to work hard to achieve her objectives. I am particularly impressed that the clarity of her vision is so firmly grounded in the thoroughness of her solid research, the sound methodical strategies she has developed for reaching her goals, and her willingness to continually analyze, evaluate and revise her strategies."

*Niv Harris, Program, Director
Aspire Self-Employment Program*

"I know Charlene as a woman of endless ideas supported by endless energy to bring her ideas to fruition. In working with Charlene on the Woman of Excellence Awards, I knew her as the initiator of the idea, the catalyst to bring together a small group of individuals to discuss and flush out how to not only structure the awards but also to market and promote them within the community and spearhead an amazing event that truly honored the women finalists. The Awards Ceremony was sold out in three days!!!!"

Anne Titcomb, Awards of Excellence Judging Chair

Unique Leadership Differentiators

1 decade marketing + communications corporate leadership experience

+

18+ years of social impact entrepreneurship

dedicated to the advancement of women leaders through lifestyle + leadership, capacity-building, community economic development, social impact, public service, women's issues + advocacy, and the study of the integration of lifestyle + leadership to best leverage the performance, impact and results of our leadership legacy!

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Founder of PowHERhouse Women's Leadership Accelerator Inc.

- We utilize an open-source, integrative, interactive multi-platform digital media organization, providing the infrastructure and eco-system to encourage and deliver clear and open strategic communications, capacity-building & connection opportunities, and issue-advocacy advertising campaigns dedicated to significantly shift more women into key leadership positions, starting in Canada with a goal of global impact.
- We want women to discuss the issues – social, political, environmental and economic – that are affecting their daily lives.
- We seek to bring awareness to these issues as well as to share inspiring stories of women who are creating solutions and making an impact to manage these issues.
- We share information and resources from key stakeholders (women's groups, organizations and government) to encourage the coordination or collective action and support women leaders as we address these issues.
- We provide hope, healing and clarity. We provide a platform by women, for women, about women, working together to bridge awareness, accessibility, advocacy, acceleration and answers to solve these issues.
- Women are stepping up, realizing we are the leaders we have been waiting for.
powHERhouse.com

Career Highlights and Partial Client List:

- Proudly working with national partners such as HILTI Canada, Tennis Canada, and the Canadian Pharmacists Association
- PowHERhouse Women's Leadership Accelerator brand launch in October 2013
- Two-Term Municipal Town Councillor, Town of Gibsons, BC 2011-2017
- 2014 SFU Community Economic Development graduate
- 2014 YWCA Women of Distinction Award finalist
- Active professional network of 3,000+ women
- Developed and marketed a successful online programs
- Competitive natural physique athlete and coach
- Operated an active wellness centre on the Sunshine Coast for 5+ years
- Produced, promoted and hosted numerous events for women focused on lifestyle & leadership, wellness, empowerment, personal growth & development and networking
- Mentored numerous female entrepreneurs, small business owners and young women
- National Marketing Manager, Goepel McDermid, now Raymond James
- **Extensive niche events producer**
- Published author and **women's lifestyle + leadership magazine publisher**
- Producer of PowHER TV and looking forward to the launch of **EPIC TV** (season 2)

To connect with Charlene and explore the possibility of working together:
604-741.7985 | charlene@powherhouse.com | www.powHERhouse.com