

**LISA KIRSHNER, MBA, Creative Alchemist  
Coach - Trainer - Teleclass Leader**

*"The dreams you see most clearly are the ones most likely to come true".*

- Barney, the Purple Dinosaur

This is one of Lisa's favourite quotes, which tells you a couple of things about her – she has children (3 to be exact), a sense of playfulness and fun, and she enjoys exploring possibilities.

Lisa calls herself a Creative Alchemist, a coach who delights in helping her clients turn their gifts into gold. She knows that coaching is something she was "born to do", and she loves working with motivated, creative and dynamic people who challenge her and are ready for rapid change. Lisa's coaching style is brisk and supportive at the same time. New ideas bubble up to the surface continually when Lisa is around. Her uncanny ability to make intuitive leaps and connections that others don't is one of the things about working with her that makes the entire process so much fun. She regularly hears, "I never thought of that" from her clients.

Lisa's coaching passion lies in helping home-based business owners who are either just embarking on their entrepreneurial journey or wish support in re-charting their course. One of the challenges most business owners face is the never-ending battle with "overwhelm" and how to grow a business while meeting family obligations and personal needs. Lisa has lots of experience managing this delicate process and has become somewhat of a "master juggler" in her own right, which may be one reason so much of her coaching centres around this issue.

Lisa's clients feel energized, inspired and championed. As one of them comments, "She keeps you on track with what it is you have told her you want... If you have a goal, personal or professional you would like to achieve, Lisa can help you reach it by doing it your way."

Lisa holds a Bachelor of Commerce degree from McMaster University in Hamilton, Ontario and a Master of Business Administration degree from York University in Toronto, Ontario. She describes herself as a life-long learner, who is ever curious, passionate and loves to see others succeed. Lisa's background includes a variety of positions in software support, testing, analysis and training. She has travelled extensively throughout Canada, the United States, Mexico, Panama, the Caribbean, Europe, South-east Asia, Hong Kong and Japan.

Lisa is the Toronto chapter host of CoachVille, a member of the International Association of Coaches and has recently enrolled in the International Coaching Academy (ICA), based out of Australia. She is working toward coaching certification with both the International Coaching Federation (ICF) and ICA.

She lives in Bolton, Ontario with her husband, three kids and of course, a certain singing purple dinosaur.

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