

Hannah Brown

Hannah is a Learning Design consultant with over 20 years' experience from working in-house and as an external consultant.

She is like the Sherpa, who helps clients climb Mount Everest. She does the heavy lifting, but is more than a pair of extra hands. She knows the terrain, so recommends the safest route to take. She knows what equipment is needed. Her client's success is her success, so she motivates them, supports them, and directs them as needed.



Clients call on Hannah when they can't get to the summit on their own. Or, they call when they don't know what the summit looks like. She's been there before and can paint the picture for them and outline the way there.

Hannah works with clients to create learning strategies, curriculum designs, and development and coaching programs that help employees be better and organizations be more successful.

She designs courses for elearning, online and in-person delivery in these areas:

- Leadership development and leadership coaching
- Sales and customer service
- Systems implementation
- Compliance and regulatory

In 2019 Hannah and her client, Shad Canada, I received a [training design award](#) from the Institute for Performance and Learning (Canada) for a blended program that included an elearning course and in-person sessions.

In addition to her consulting experience, Hannah was the Director of Sales Training for North America at Foresters in Toronto. With her team, she introduced virtual training to the organization, created and evaluated a sales training onboarding program, and created a turn-key training approach for Sales Management in the field.

As a firm believer in life-long learning, Hannah obtained her Bachelor of Applied Science from the University of Guelph and a Masters of (Adult) Education from O.I.S.E./University of Toronto. In 2005 Hannah obtained her Life Insurance license (Levels 1 & 2) through FSCO. In 2012 Hannah obtained her CTDP from the Institute for Performance and Learning (I4PL). Hannah is a Certified Coach through Integral Coaching Canada, which is recognized by the International Coach Federation (ICF).

Hannah has been an active member of the Waterloo-Wellington and Area chapter of the Institute for Performance and Learning (Canada) and was a member of the chapter executive from 2010 to 2018. Over the years she has designed and presented half day and full day workshops on Gamification, Designing elearning, Managing Client Relationships, and Assessing Performance Needs. She is an ongoing facilitator for a global manufacturing company for their Business Leadership program and an ongoing facilitator for Communitech's Strong Leaders program.

To explore how I can help you get to your summit, email me at hbrown@performancematters.ca.