

Margaret Palmer - **Speaker/Trainer Biography**

With experience spanning more than 25 years and involving thousands of people from more than 40 different countries around the world, Margaret brings a unique perspective and deep understanding to the conversation about what it means to communicate and lead effectively. She believes deeply in the potential and capacity of every human being and emphasizes the need to make sure people feel valued and appreciated. That said, Margaret has little patience for “fluff,” is not big on scripts and formulas in communication, and has been labeled the “least touchy-feely” trainer many have encountered in the field of Leadership and Communication. Margaret’s acclaimed I Care, You Count Principle™, developed through her work over the past two decades, has found success from the breakfast table to the battlefield to the boardroom while working with groups spanning multiple sectors from corporate to non-profit to military. Margaret is committed to helping others create possibility one conversation at a time, and her passion and dedication to growing inspired and engaged communities is infectious. When **training** and **speaking**, Margaret uses an experiential and interactive approach, drawing on her extensive international exposure and using personal stories and anecdotes to complement current literature and practices. She has helped thousands of people, from independent entrepreneurs to military generals, become stronger, more effective communicators and more powerful leaders. When followed correctly, her Five Practices will open up the possibility of success in both personal and professional relationships beyond your wildest imagining.

Margaret holds a Master of Arts degree in Leadership and Training and has completed work towards a Masters in Security, Defence Management and Policy. She is a private pilot, holds a black belt in Taekwondo, and enjoys running, sailing, kayaking, hiking and camping. She currently lives near Calgary, Alberta with her husband Ryan and their daughters Kennedy and Makenna.

