



# KIMBERLY LYALL

Speaker, Consultant & Instructor

## BACKGROUND

Visionary leader and change facilitator with two decades of leadership and community development experience. Effectively mobilizes stakeholders in strategic directions to attain desired outcomes. Collaborative partnership builder with proven success creating innovative opportunities. Reliable, organized initiative-taker.

## KEY SKILLS

Strategic Planning,  
Leadership, Identifying Opportunities,  
Problem Solving, Communication  
Partnerships & Collaboration,  
Project Management,  
Performance Measurement  
Facilitation  
Team Development  
Grant and Proposal Writing

## CONTACT INFORMATION

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## EDUCATION

Athabasca University  
Bachelor of Administration Program  
70% completed  
5 Papers Published as Athabasca University  
Curriculum

Lethbridge College  
Business Administration Diploma  
Phi Beta Kappa Honour Society

## PROFESSIONAL EXPERIENCE OVERVIEW

### Motivational Speaker

KIMBERLY LYALL, 2000 TO PRESENT

### Consultant

KL CONSULTING, 2013 TO PRESENT

### Instructor

LETHBRIDGE COLLEGE, 2014 TO PRESENT

### CEO

CHINOOK COUNTRY TOURIST ASSOCIATION, 2002-2011

### Marketing & PR Coordinator

CHINOOK COUNTRY TOURIST ASSOCIATION, 2000-2002

### Development Officer

CHINOOK COMMUNITY FUTURES, 1998-2000

## VOLUNTEER EXPERIENCE OVERVIEW

- Skills Canada Southwest Alberta Regional Competition
- Lethbridge Citizen Assembly, Councillor Employment and Compensation
- YWCA of/du Canada & Lethbridge
- Alberta Celebrate Canada Committee, Southwest Alberta Representative
- Lethbridge Canada Day Committee
- Lions Clubs & Lions Youth Exchange Program
- Turner Valley Resolution Advisory Panel
- Lethbridge Chamber of Commerce Tourism Action Committee
- Lethbridge Lodging Association
- Alberta Southwest Tourism Marketing Committee
- Prairie Tractor & Engine Museum Society
- Local Political Constituency Associations
- Others: Heart & Stroke Foundation, Kidney Foundation, Volunteer Lethbridge, Alberta International Airshow

## AWARDS

- Governor General History Award, Excellence in Community Programming
- Lethbridge YWCA Woman of Distinction
- Alberta Centennial Medal
- Premier's Medallion
- Lions International President's Certificate of Appreciation
- Lions Foundation of Canada Fellowship

## PROFESSIONAL EXPERIENCE EXPANDED

### Motivational Speaker

KIMBERLY LYALL MOTIVATIONAL SPEAKER, 2000-PRESENT

Develop and present keynote speeches, workshops and customized facilitation for conferences, special events, and corporate and school functions.

#### Clients:

- Showcase of Women in Business
- Big Brothers Big Sisters Lethbridge & District
- United Way Lethbridge & South Western Alberta
- Galt Museum & Archives
- City of Lethbridge
- Blood Tribe Kainai Women's Wellness Lodge
- North Alberta Aboriginal Caregiver Conference
- University of Lethbridge Centre for Oral History and Tradition
- Residence Life Professional Association
- Empower Cosmetics
- Barons-Eureka-Warner FCSS
- Alberta Growing Rural Tourism Conference
- YWCA World Conference,
- YWCA National Conference
- Canadian Student Leadership Conference
- Alberta Student Leadership Conference
- Manitoba Student Leadership Conference
- Montana Skills USA Conference
- Montana Family, Career and Community Leaders of America Conference
- Southwest Saskatchewan Teachers Convention
- Taber Career Conference
- Rotary Youth Leadership Assembly
- Lethbridge Young Girl
- Savvy Woman Conferences
- Lions Clubs Conventions
- Many high schools in Canada and USA.

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### Consultant

KL CONSULTING, 2013 TO PRESENT

Customized professional services including strategic planning, qualitative and primary research, assessment, facilitation, grant procurement and project management.

#### Feature Projects:

#### **City of Lethbridge; Lethbridge Asset Mapping Project & Community Social Development Needs Assessment 2018 – 2019**

Consulted with more than 300 individuals across multiple sectors to determine dominant social issues in Lethbridge. Co-consulted with leading researchers to develop Needs Assessment Report in support of the CSD Strategic Plan. Managed task force comprised of the City of Lethbridge, Alberta Health Services, Volunteer Lethbridge, Canadian Mental Health and other leading social sector agencies to evaluate social supports and services in Lethbridge, identifying areas of strength and gaps.

#### Key Accomplishments:

- Revolutionized community asset mapping and strategic planning practices in Canada by initiating use of a new online platform for asset mapping.
- Established trust and open information sharing on sensitive topics via extensive, customized consultations across sectors (emergency services, vulnerable citizens, social services providers, business community, faith sector, seniors, women, youth, Indigenous, newcomers, funders, voluntary sector and more) to gain detailed insight into social issues in Lethbridge.
- Facilitated 2 major stakeholder sessions (130 agencies each) in support of developing Needs Assessment and attaining feedback to emerging strategic directions.

#### **Coyote Flats Pioneer Village, Picture Butte; Coyote Flats Oral History Project 2013 – 2018**

Envisioned, developed and managed an award-winning oral history project to capture the memories of people connected to Coyote Flats Pioneer Village through interviewed video recordings. Facilitated a partnership between the University of Lethbridge Centre for Oral History and Tradition, Picture Butte High School, and Coyote Flats Pioneer Village that resulted in investments of training and equipment into the high school and employment for three U of L History students. Project results include over 50 individual life story interviews with full transcriptions, the production of five promotional videos, and archiving of the entire project in the University of Lethbridge digitized collection where it is available for viewing online.

#### Key Accomplishments:

- Winner of the 2015 Governor General's History Award for Excellence in Community Programming
- Attracted widespread local and national media coverage, including a feature on the CBC Calgary "Eye-Opener" morning radio program that was later broadcast across Canada on the "Story from Here" national CBC radio program.
- Achieved over 90% grant funding for the project.

## PROFESSIONAL EXPERIENCE CONTINUED

### **SouthGrow Regional Initiative; Regional Broadband Strategy 2017**

Consulted with SouthGrow municipalities, service providers and complimentary stakeholders to understand broadband connectivity challenges and opportunities. Developed 24 individual community reports with related recommendations, a master plan for the SouthGrow region with overall findings and recommendations for the organization, and an event outline for a SouthGrow broadband summit.

#### **Key Accomplishments:**

- Successfully engaged 24 communities in face-to-face discussions about economic development and growth plans for their community, and where broadband connectivity fit into these.
- Engaged a futurist technology consultant to provide technical expertise on the project and balance traditional approaches to economic development discussions.
- Project completed within 3 months.

### **Alberta Tourism, Parks and Recreation – Tactical Plan, Tourism Labour Force Strategy 2014**

Partner consultant in developing a tactical plan to support key objective 2.4 of the Alberta Tourism Framework: "The tourism industry has access to a motivated, educated/trained, skilled and professional tourism labour force." Project was awarded with only 3 days' notice to facilitate a successful 2-day workshop with 52 representatives from education, government and the tourism industry. Further facilitated full-day engagement sessions with additional industry-specific focus groups, and conducted extensive secondary research.

#### **Key Accomplishments:**

- Facilitated connections and collaboration amongst hospitality operators that resulted in new opportunities in the tourism industry outside of the project.

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## **Instructor**

LETHBRIDGE COLLEGE CORPORATE & CONTINUING EDUCATION, 2014 TO PRESENT

Develop and deliver practical syllabus and lessons for adult learners. Facilitate customized, strategic training for diverse corporate clients. Present courses on campus at Lethbridge College and on Indigenous Nations. Core subject areas include Leadership, Change Management, Communication, Organizational Culture, Team Performance, Entrepreneurship, Marketing and Public Speaking.

#### **Key Accomplishments:**

- Course evaluations show consistently outstanding reviews from students.

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## **CEO**

CHINOOK COUNTRY TOURIST ASSOCIATION, 2002-2011

Led operations of a membership based, not-for-profit, tourism development and marketing organization for Southwest Alberta. Key operations included marketing and promotions, membership services, contract marketing and development services, and a 362-day-per-year visitor information service operated out of two locations.

#### **Key Accomplishments:**

- Pioneered and championed a ground-breaking, award-winning method of tourism development and marketing in Canada utilizing specialized psychographic research (Canadian Tourism Commission Explorer Quotient) to assess market potential, match promotional and development efforts to defined target markets, and provide online sales tools to operators to capitalize on interest generated. Cultivated more than 75 partners, secured more than \$600,000 in initial support, and engaged endorsement from the Canadian Tourism Commission.
- Stimulated alignment of marketing efforts from grassroots to national campaigns. Agencies included operators, CCTA, Travel Alberta, and the Canadian Tourism Commission.
- Revolutionized operations through implementation of a business model focused on sustainability and measurement of return on investment to all stakeholders, resulting in a 213% increase in operating revenues from 2003 to 2011.
- Launched a new service offering during a time when peer tourism organizations were closing their doors due to financial struggle. This new service provided a revenue stream that accounted for 8% of total organization revenues in its first year, and 18% of total revenues in year two. Before the end of year two, negotiated a single contract worth \$436,370 over three years.
- Orchestrated change in contractual relationship with the City of Lethbridge for provision of tourism information services that resulted in a nearly 300% increase in contract revenue from 2001 to 2011, as well as a shift to 3-year contracts instead of 1-year agreements, and the awarding of "sole source" status to CCTA.
- Increased membership revenue to CCTA from 2003 to 2010 by 171%, with a 90% retention rate.
- Transitioned Board of Directors from an operating board to a policy governance board. Spearheaded revision of bylaws, policies and practices, cultivated relationships with business leaders to mentor and join boards, and organized retreats and training to propel board and organizational growth.

## PROFESSIONAL EXPERIENCE CONTINUED

### Marketing & Public Relations Coordinator

CHINOOK COUNTRY TOURIST ASSOCIATION, 2000-2002

Conceptualized and delivered innovative marketing programs aimed at increased awareness and visitation to Southwest Alberta. Spokesperson for CCTA. Coordinated and hosted familiarization tours for tour operators, travel agents, and media. Tourism representative on many boards and committees.

#### Key Accomplishments:

- Hosted the most exceptional Canada's West Marketplace (second largest tourism industry trade show in Canada) in its history. Recognized for outstanding hospitality, coordination, and service excellence.
- Refocused marketing endeavours to maximize return on investment for partners. Developed new multimedia campaigns to support continued travel into Southern Alberta following September 11, 2001.
- Built relationships and increased travel to Southern Alberta via presentations at the largest travel industry and consumer tradeshow in North America.

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### Development Officer

CHINOOK COMMUNITY FUTURES, TABER, 1998-2000

Developed programs to support youth entrepreneurs and encourage business skills training throughout the Chinook region. Coordinated advertising and newsletter communications. Presented entrepreneurship training and facilitation at the Southern Alberta Youth Entrepreneurship Camp. Created and delivered entrepreneurship training presentations for schools.

#### Key Accomplishments:

- Developed and published an Educator's Resource Book for use as a curriculum tool to link local educators with professionals in different sectors.

## VOLUNTEER EXPERIENCE EXPANDED

SKILLS CANADA SOUTHWEST ALBERTA REGIONAL COMPETITION - SKILLS EXPERT, PUBLIC SPEAKING

- Led skills development seminars for public speaking contestants and provided feedback to competition presentations (prepared and impromptu speeches).

CITY OF LETHBRIDGE - LETHBRIDGE CITIZEN'S ASSEMBLY ON COUNCILLOR EMPLOYMENT & COMPENSATION

- Worked with 35 other Lethbridge residents to create recommendations regarding Lethbridge City Councillor hours of work and compensation.

YWCA OF/DU CANADA & LETHBRIDGE

- Delegate and presenter to the World YWCA conferences in Australia and Kenya. Wrote and presented the only resolution to pass unanimously at the Australia meeting. Created Health and Safety protocol for the Kenya delegation. Developed and presented workshops.
- Delegate and Presenter to YWCA of/du Canada Annual Member Meetings.
- Member of the YWCA of/du Canada National Youth Engagement Task Force. Developed and published a guide to increasing engagement of young women in the YWCA movement.
- Director for Lethbridge and area YWCA Board of Directors. Large focus on development of governance policies using Carver model.

ALBERTA CELEBRATE CANADA COMMITTEE - FEDERALLY APPOINTED SOUTHWEST ALBERTA REPRESENTATIVE

- Facilitated distribution of seed funds, paraphernalia, and program support for Canada Day, National Aboriginal Day and St. Jean Baptiste Day events in Southwest Alberta.
- Coordinated Lethbridge Celebrate Canada Events.
- Developed the Canada Day Baby Program as an Alberta initiative.

LETHBRIDGE CELEBRATE CANADA DAY COMMITTEE

- Coordinated Lethbridge Celebrate Canada Events.
- Expanded festival from one day to a 10-day free, inclusive celebration.

## VOLUNTEER EXPERIENCE CONTINUED

### LIONS CLUBS & LIONS YOUTH EXCHANGE PROGRAM

- Director, program developer and instructor for Lions International Youth Leadership Camp for 15 years.
- Lions Youth Exchange Program Coordinator. Coordinated recruitment, training and placements for international exchange students and families for Alberta and Montana district.
- Member of several Lions clubs.

### TURNER VALLEY RESOLUTION ADVISORY PANEL

- Advise the Minister of Tourism, Parks, Recreation, and Culture (TPRC) on the viability of the plant as a provincial historic resource under the Historical Resources Act, and its potential as a developed historic site.

### LETHBRIDGE CHAMBER OF COMMERCE TOURISM ACTION COMMITTEE

- Collaborate with tourism industry to advance marketing and promotion efforts of Lethbridge and region.

### LETHBRIDGE LODGING ASSOCIATION

- Collaborate with accommodation providers to advance marketing and promotion efforts of Lethbridge.

### ALBERTA SOUTHWEST TOURISM MARKETING COMMITTEE

- Collaborate with tourism industry to advance marketing and promotion efforts of Southwest Alberta.

### PRAIRIE TRACTOR & ENGINE MUSEUM SOCIETY

- Developed funding proposals for operational and organizational sustainability plans.

### PROVINCIAL POLITICAL LEADERSHIP CAMPAIGN – GROUND GENERAL, SOUTHERN ALBERTA

- Lead all ground efforts and activities in Southern Alberta in support of a leadership candidate for a provincial political party. Coordinated leader tours, membership sales events, registration-to-vote events and marketing initiatives. Recruited and managed volunteers. Advised leadership candidate.

### LOCAL POLITICAL CONSTITUENCY ASSOCIATIONS

- President of local political constituency associations.
- Board member of various local constituency association for nearly 30 years.
- Coordinated numerous events, coordinated several leader/caucus tours, drafted policy, and presented at provincial policy conferences and conventions.

## REFERENCES

*Upon Request*

## CONTACT INFORMATION

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•INSPIRATION•  
•EMPOWERMENT•  
•RESULTS•