



DAWN FRAIL, MA
Leadership Development Specialist





Better results from and through people

As an award-winning speaker, facilitator, and trainer, Dawn has spent the past 25 years helping leaders in both Canada and the USA develop their leadership potential and unleash the talent in their teams.

With a Masters degree in Leadership and a diploma in Adult Training and Development, Dawn's approach to developing leaders is practical, action-oriented, and result-focused.

Her philosophy is that *great leaders unleash the potential in people.*





CAPS 
Canadian Association of Professional Speakers


mbti
MASTER
PRACTITIONER

- **SPEAKER**

Dawn is an educator at heart and her primary objective when speaking to an audience is to ensure they learn something. Whether the audience is a small group in a team workshop, or a large group in a conference seminar, it's about learning leadership skills that can be applied.

The content of Dawn's talks comes from the list of Strategic Leadership Certification Program.

- **What do people say about Dawn?**

"Perfect blend of fun and learning."

"Most engaging and relevant speaker I have seen in a long time."

"Excellent, practical and extremely relevant."

"Her approach, experience and passion is infectious."

"I could have listened to Dawn all night."

"I have always been in awe of Dawn's ability to connect to the audience and make everyone in the audience feel special."

• **AUTHOR**

Dawn's love of learning translates into her love of teaching. One way she accomplishes that is through her books that help people develop personally and professionally.

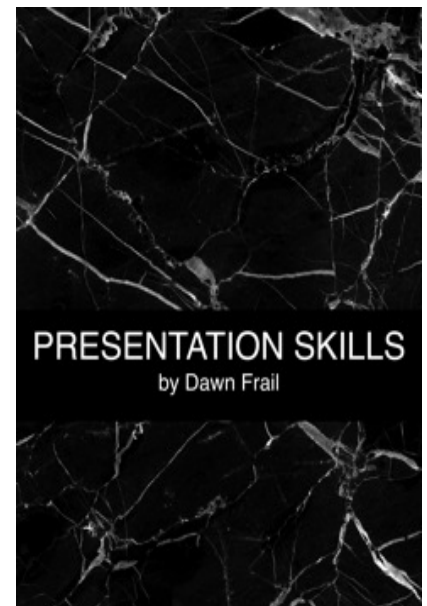
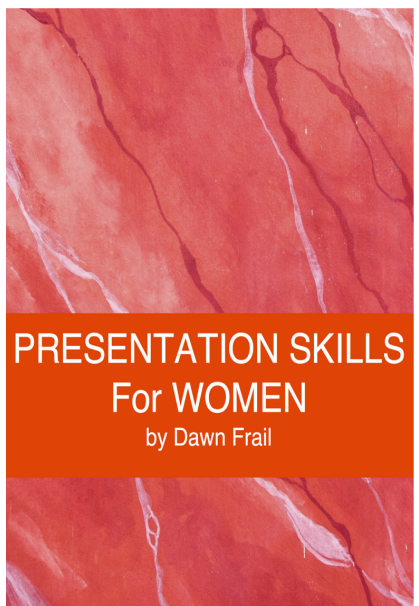
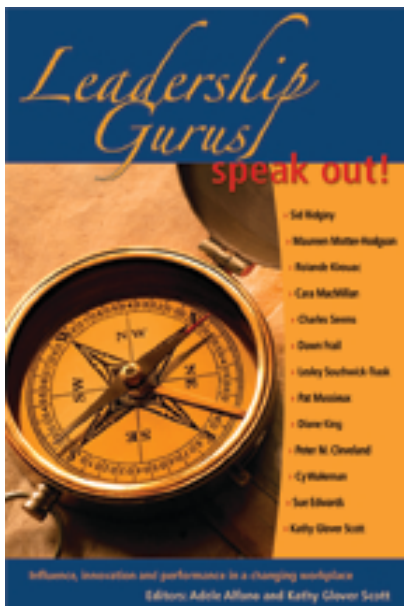
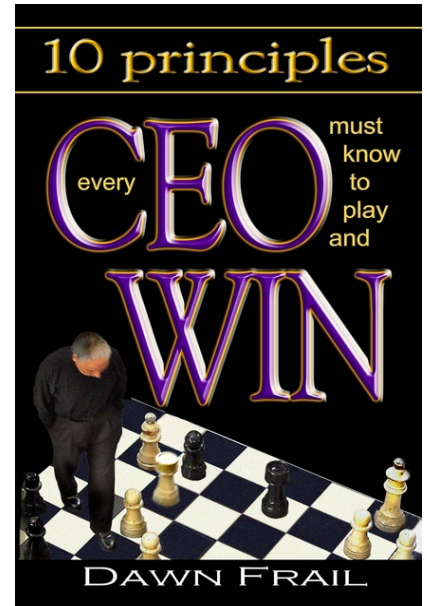
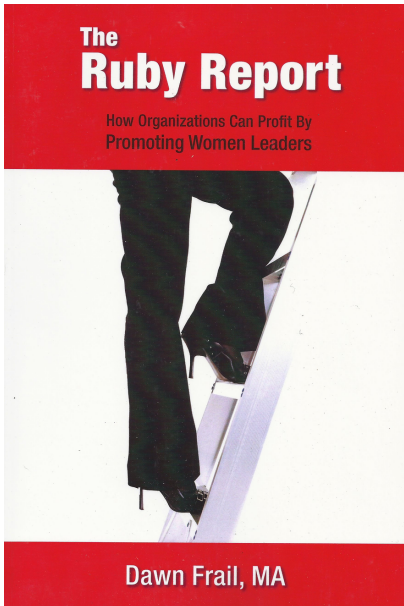
Delving into how a leader builds character, *10 Principles* shares the basic laws of leadership that impact how a leader makes decisions, leads themselves, and inspires others.

Learn which rules that served you as a child can limit you as an adult, in *Rules* with co-author Ross Mackay.

The ability to speak confidently in public is critical to success at work, at home, and in the community. *Presentation Skills* explore essential techniques for everyone, and especially for women.

The 10 Commandments of Ethical Leadership is a leadership model designed by Dawn Frail and is explained in *Leadership Gurus*.

The pinnacle of Dawn's work is found in *The Ruby Report*, where she reveals the research she conducted as she sought to uncover what helps women leaders succeed in business.





• EDUCATOR

Dawn's philosophy about education is that the teacher has not taught if the student has not learned. Education is about changing behaviour and giving people practical tools they can use to be successful.

At Athena our programs are more than just a day in the classroom. Implementation tools drive success rates and increase return on investment.

You will develop knowledge and skills to build greater confidence and success, which leads to greater career satisfaction and engagement.

Your belief that you can be an effective leader is a proven predictor of success. It leads to a reinforced ability to focus, make better decision, and to being more motivated by and committed to your leadership role.

Programs are available at your location or at our location in Etobicoke, Ontario.

• STRATEGIC LEADERSHIP CERTIFICATE PROGRAM

- **Leadership Mindset:** Adopt the attitudes and behaviours that positively transform organizational culture
- **Strategic Thinking:** Hone your competitive edge by unleashing your imagination and generating practical insights
- **Execution Essentials:** Leverage executional acumen to maximize business results
- **Personality Patterns:** Boost cohesion and master leadership in the minefield of human behaviour
- **Transition Management:** Overcome resistance and influence others to embrace change
- **Employee Engagement:** Create an environment that engages the whole person: head, hands, and heart
- **Performance Potential:** Motivate and inspire people to do and be their best
- **Diversity Drivers:** Generate business value by increasing creativity and innovation with diverse, inclusive teams

• ABOUT DAWN

Masters Degree in Leadership; University of Guelph

Diploma in Adult Training & Development; OISE University of Toronto

Diploma in Computer Programming & Systems; DeVry Institute

Myers-Briggs Master Practitioner

Balanced Scorecard certification

Managing Organizational Transition certification

• MISSION

Inspiration: igniting self-belief and passion for leadership

Education: teaching leaders to master what matters

Motivation: stimulating action that drives results

• CORE VALUES

Trust
Integrity
Excellence