

Sherry PRINDLE

Performance Transmission Specialist

People Don't Come with a Powertrain Warranty...

Training and counseling does not “fix” performance. People often *know* what to do; it's just that knowing better and doing better are completely different processes.

Park, Reverse, Neutral, Drive, Low – The letters on the column of a car's gear shifter form Sherry's last name – PRINDLE. And being in the right gear makes all the difference. Humans operate from an outdated survival mechanism that sabotages results in areas such as time management, organization, communication, leadership, and ability to change.

In these areas and more, you can bring in a presenter who fires up the crowd and pumps them full of information, but proof of effectiveness is in the results. Sherry's *Behavioral Approach* to performance improvement transforms information and knowledge into skills and habits that don't wear off.

Rev-Up Your Audience with a Keynote A short, powerful presentation can shift the filters of participants and give them a new way of looking at the world . . . and how they see the world determines how they handle situations.

Tune-Up Skills with a Training Program Seminars and breakout programs instruct not only on what to do and how to do it but how to install the new knowledge as behavior.

Level-Up Results with Coaching One-on-one and group coaching allow Sherry to oversee the installation and provide essential structure and accountability.



About Sherry Prindle

She has delivered over 3,000 corporate training seminars and 400 keynotes in 40 topics over 15 years across all 50 states and 6 countries in 3 languages.

A Certified Master Coach Trainer, Sherry conducts Life Coach Certification as founder of the *Professional Coach Academy*. She helps coaches with her *Brand Yourself on Purpose* marketing program and budding entrepreneurs with her radio show, *Make Money Making a Difference*. Organizer of the biannual *Star Marketing Summit*, Sherry is credited with helping launch the careers of over 2,000 speakers.

Co-author of *Why Women Buy*, *Project Manager Training System*, *Project Manager Technology Suite*, *Women of Influence*, and *15 Winning Ways to Better Living*, she has an M.A. in Business and Linguistics from the University of Texas at Arlington and a B.A. in Communications and International Relations from William Jewell College in Liberty, Missouri.

She lived in Fukuoka, Japan for four years and Moscow, Russia for three years successfully working as a multilingual television and radio personality. She enjoys travel, hiking, trivia competitions, singing karaoke, and sampling life. www.SherryPrindle.com sherry@sherryprindle.com 817 657-5301

Performance Transmission Specialist

Menu of Services

Keynote Presentations

Whelm! Overcome Overwhelm to Undermine Underwhelming Performance

Make Shift Happen: Use the Right Gears to Get More Done with Less Stress

Detour Difficult People: Navigate the People Pylons to Stay on Track

Training Topics

Time Management	Coaching Skills
Diversity	Customer Service
Communication Skills	Team Building
Managing Emotions	Leadership/Supervision
Conflict Resolution	Microsoft Office
Handling Difficult People	Business Writing
Change Management	Technical Writing
Emotional Intelligence	Grammar and Proofreading
Stress management	Presentation Skills
Creating Positive Culture	Marketing and Social Media



*"Sherry reminded me of Melissa McCarthy.
Her material was smart, fresh, and fun."*
-M. Atwood, Boston, MA

Star System Solutions: A Multi-Faceted Approach

I spent 18 years with training organizations that solve every problem by booking a generic seminar based on one phone call. I would save the day by finding out what was really going on and creating as tailored a solution as I could by asking questions and reading the crowd on the day of training. That kind of program is certainly beneficial, especially if the trainer is adept... But I knew there was a better way and committed all my knowledge, experience, and resources toward creating a three-pronged approach:

Consulting, Assessing, Research, and Shadowing—allow me to uncover your unique needs and craft custom solutions.

Coaching—traditionally follows training to install the learning but comes first in situations where individuals lack experience.

Training—comes before coaching if the organization is committed to following up using their own resources. Training after coaching cements it in and gets people on the same page, using common dialog, and tapping into one another as resources.



817 657-5301

Sherry@Sherry
Prindle.com

