

Sophie Hellenstrom

A little bit of a mission

Advancing the goals of those who move through the world in a way that imparts positive benefits to humans and the environment, I am a caring and curious not-for-profit executive and coach who applies my love of community-building and connection to bring out the best in people.

How I do it

- growth-mindset leadership
- communications strategy
- public speaking
- team management
- HR and culture strategy
- project implementation

..... HARD SKILLS

How I did it

Culture Strategist and Coach

Sophie Hellenstrom Coaching ([LINK](#))

2007–present

I help companies and individuals make actionable plans for transformative change.

- the bulk of my professional time is occupied with hiring, marketing and culture for an established law firm and a human-positive security company
- extended my work here as a creator of Spread the Kindness, a curriculum and workshops for schools and corporations
- co-founded Connection Corner, an online support group for women negotiating career and life transitions

..... EXPERIENCE

Vice-President, Communications and Marketing

St. Peter's Family of Services

2001–2005

As a key member of the senior leadership team, I helped the world understand the good our organisation was doing: this meant more attention and funding for home services, long-term care and improved studies in aging, all of which made our community a better place.

- spearheaded the marketing of the entire health system and expanded relationships with local and national media
- developed important corporate partnerships to strengthen services for seniors, including an annual award presented with Global TV to honour deserving volunteers
- led six-person health system team in the creation of a caring, connected workplace through adept people skills management, inspiring the team to put their natural energy toward improving the lives of seniors

Business development executive

The Lavin Agency

2000–2001

Promoting people who have walked the walk, I applied my people skills and affinity for good teachers to connect audiences with speakers who could move their lives forward.



Reporter/Producer and On-air Presenter
Canwest Global Television Network

As a nationally recognized television personality, I developed, produced and hosted audience-friendly programming.

- brought energy and warmth to daily and weekly entertainment and fashion television
- nationally broadcast programs included Entertainment Desk, Style File, Kidsbeat, Entertainment Update and Movie Minute

**How I give back
&
How I was
recognized**

I created **Mining for a Heart of Gold**, an annual Toronto fundraiser that brings together the downtown mining and finance communities. Our inaugural event raised \$40,000 for St Peter’s palliative care.

Nominations: Global TV Spirit Award (1999); City of Hamilton Women in the Workplace Award (2003)

..... ACHIEVEMENTS

I wrote the grant application that won the **\$250,000 Edith H. Turner** foundation gift, the single largest cash donation in St. Peter’s 113-year history.

By developing **Successful Aging**, a sponsored radio series airing weekly on a major station, I grew the market share in services to seniors and the chronically ill and encouraged wellness and active living, bringing in advertisers like Jamieson Vitamins.

How I learned

Solutions Focused Coaching Certification
UNIVERSITY OF TORONTO

Executive Leadership Development course
QUEEN’S UNIVERSITY

BA (Honours), English & Drama
QUEEN’S UNIVERSITY

..... EDUCATION

..... AFFILIATIONS

advisory board, FemWorks • advisory board, Imagine Canada • board and fundraising rep, Eyes on the Prize (cancer charity) • board, Bloor Information & Life Skills Centre: this 45-year-old non-profit meaningfully assists abused women, seniors and newcomers to Canada, and I apply my strategic communication skills to build on its successes and create an empowered, connected environment • former board member at CATSAD, associated with NTSAD in the US

