

Susan McLennan

President at Reimagine PR

Toronto, ON, CA

I help leading brands mobilize people through purpose & storytelling. Consultant | speaker | trainer | Emmy Award-winning storyteller

Biography

I help brands discover their purpose, be the change, and engage others in the compelling stories that help them drive key business results, change minds and open hearts. As a speaker, I have been highly rated or received top marks at conferences organized by IWF/Harvard/INSEAD, the Smith School of Business at Queen's University and the N.E. Dairy Association. Our work has resulted in two regional Emmy Awards and recognition from the US Library of Congress, who selected a digital project of ours for inclusion. Stories we have helped our clients tell have landed them on The Today Show, The View, Ellen, CNN, The Tonight Show, and various other high profile news outlets around the world, including The New York Times and People Magazine. I have helped unknown brands become household names and stale brands transform into vibrant entities able to attract the customers and talent they need to thrive. In one speech, I can help your audience discover the 5 shifts they have to make to stay relevant and even thrive during times like these.

Availability

Keynote, Moderator, Panelist, Workshop, Corporate Training

Industry Expertise

Public Relations and Communications, Telecommunications, Women, Social Media, Professional Training and Coaching, Writing and Editing

Areas of Expertise

Purpose, PR, Marketing & Branding, Marketing & Corporate Strategy, Storytelling & Public Speaking, Pr and Communications for Non Profits, Media Training, Women in Business, Public Relations, Transmedia Storytelling, Television Production

Affiliations

International Women's Forum (IWF) Global Communications Committee Member, Immediate Past Board Chair OpenMedia , Member of Advisory Board, Skills4Good, Member of Advisory Board, Hylo, Women in Leadership - Advisory Council, CPRS (Public Relations Society) , RTDNA (Radio Television Digital News Association)

Sample Talks

Funny Business

Great corporate cultures embrace the range of human existence, from empathy to humor. But how does a button down brand go about becoming a little less button down and a bit more human? I'll show you how.

Find your Story, Build your Brand

Nothing is more powerful than a well told story. A great story has the power to change how the world sees a brand and its leaders. A bad story can be your undoing. This presentation (comes in speech and workshop format) helps brands go from boring to engaging, telling and elevating stories that make people love you.

Kids Rule, Parents Drool

Meaningful social change comes from below, not above, and nothing so meaningful as change driven by children. In this speech, I look at social movements driven by children, and share concrete examples that will help you empower families to make real change happen in the world.

Event Appearances

Armenian Relief Society of Canada

Women by 2030: Inspiring and Empowering Leaders

IWF

Defining Moments

5 Shifts to Building a Powerful Personal Brand

IWF Intensive

5 Shifts You Need to Make Right Now to Attract Young Workers

N.E. Dairy Foods Association 2019 Conference

Aren't I too Young for this?

Speaker Series: with Susan McLennan

Launch Box Academy: Brand Builder Bootcamp (week long)

Saucal Annual Retreat

Brand Builder Bootcamp - 5 day

ICB USA

Creating a Culture of Sponsorship for Women Leaders

A Way Forward: Women in Leadership Annual Summit

Brand Builder Bootcamp - 5 day

Numu

Brand Building in the Age of #metoo
Women's Business Network

Brandon Hall: Human Capital Management Excellence Conference
Advancing Women in Technology Careers and companies

Storytelling that wins donors and influencers
Queen's Conference on Philanthropy

Communicating Away from Disaster
Human Rights & Sexual Harassment - Prevent the Violations & Costs

IWF/Harvard Business School/INSEAD
International Leadership Foundation Fellows Training

Find your Story, Build your Brand
YWCA: National Conference

Find your Story, Build your Brand
Futurepreneur National Conference

Find your Story, Build your Brand
Women's Professional Development

Like a Boss!
Up with Women: Helping women leaving the shelter system rebuild their careers

Find your Story, Build your Brand
Private workshop for Canada's most effective grassroots organization

Win Fans, Customers and Business with PR
In Close Conversation: Mentors and Mavens

Social Media - What does it Mean for the Future of Communications?
Guest Lecture

#SOS: Save Our Status: Social Media and Corporate Crisis
Reputation Management in the age of Social Media (A Panel discussion with National Post columnist, Head of Communications for McDonald's, and President of Babble On Communications)

Top PR Secrets to Ignite Success
Women's Business Network of Peterborough

Education

Accomplishments

Regional Emmy Award

My partner, Mike Erskine-Kellie and I created and wrote a television show designed to keep girls engaged in science. The show won two regional Emmy Awards, one of which was awarded to us.

Ragan Video Awards

Brand storytelling shouldn't be boring. We were a finalist for this video which we produced for Seton, a global leader in the safety world. This video was a parody of old style safety videos focusing on signs, one of the core competencies of our client, Seton:

<https://www.youtube.com/watch?v=kSqVR3MochK>

Board President, Openmedia

I am the chair of Openmedia and its longest serving board member. We campaign to keep the internet accessible and affordable and champion privacy and digital rights. The organization has gone from 0-800,000 members in the last 3 years.

CPRS digital media bronze award

The best brand storytelling is sometimes very human. We helped a foundation share the story of its many children by using the voice of one sick teenager, Megan McNeil. She wrote a song to give others hope. Enlisting the help of Garth Richardson, one of the top music producers in the world, we produced this video for her and secured coverage on top media outlets. Her campaign helped get September named Childhood Cancer Awareness Month. <https://www.youtube.com/watch?v=Y9pHISn>

CPRS Toronto - ACE Award Bronze

This story-driven campaign was designed to give our client, Seton, a video they could give Safety managers to run in their safety meetings. <https://www.youtube.com/watch?v=ip7qAa-Yh74>

Testimonials

Jessa Morrison

"Susan has superpowers. She is a dynamic, humorous and engaging speaker. It was our privilege to have her involved in the IWF (International Women's Forum) Fellows Program, and we look forward to working with her again in the future."

Greg Kozniewski

"You get us further faster. You give us feedback in such a non-threatening, positive way, when you speak, we listen. Honestly, I've never seen our top executives pay such close attention to any other coach."

Simon VanAsseldonk

Susan is an incredible speaker. Her enthusiasm and professionalism when engaging students is truly one of a kind. Her ability to engage with the audience and keep them immersed in her talk is truly amazing. She is able to speak on issues of social impact with a high level of knowledge but also able to touch on the somber and the awkward moments with grace and humility. She had the audience laughing at times, crying at others and in the end she had them in awe of what they had learned from her talk. I would be honored to work with Susan again on any event and cannot recommend her enough.

Mitchell Callahan

"Susan really helped us define our company's purpose. This simple idea, which took a lot of thinking to get to, has transformed our business. It gave our team a vision of where we need to go. It also empowered them so that we could step back from our business - and focus on working on it, instead of in it. She also helped us craft our team agreements which gave everyone structure to follow."

Louie Prosperi

It was a fantastic 5 days and thank you. You have helped us find our purpose and why to connect to the people we want to become part of our association.

Lori Gill

I thought it was really diverse. I loved how Susan was able to bring in past, present and future -- that worked really well? I mean, we do have to be purpose driven, that's how businesses really need to operate these days. If you don't have a purpose how can people understand where it is you're coming from and what it is you want to accomplish with it? It was eye-opening, how she ties everything into perspective about where we are today and where we are moving to? It's something that everybody needs to hear, people of all walks of life, from different backgrounds really need to hear her message.

Various Participants

?Susan's workshop was absolutely captivating! I was hooked the entire time and have applied her lessons into my everyday life. Her point about using vulnerability and stories, rather than successes and statistics, really opened my eyes and I have become much more analytical of presentations.?
?My personal highlight of QCOP was Susan's workshop! I found the content extremely relevant and her stories were engaging all around.? ?10/10 would go to QCOP again if Susan is presenting again.? ?I thoroughly enjoyed Susan's presentation as well as having the chance to chat with her afterwards! She has such a warm and welcoming personality.?

Bill Ross

Susan McLennan is a dynamo of a speaker. She had the unenviable job as the last speaker of the day at our Janus Conferences "Sexual Harassment" conference at the Royal York Hotel. She did not disappoint and kept the audience on the edge of their seats with a combination of vivid graphics and engaging vocabulary. Her notion of the power of using stories to get your point across is something that I have started using, and am already seeing the results. I highly recommend Susan as a speaker ... she is one of the best!

Beth Dea

Susan is the ultimate storyteller and gives freely of her time to inspire others to learn the value of storytelling. As an organization that supports young entrepreneurs across the country, we appreciate Susan's willingness to share her extensive PR experience with our entrepreneurs who are looking to take their businesses to the next level. She is one of our most popular presenters.

Laura Tribe

"Basically, she was awesome, made it super easy to understand, and helped break it down into step-by-step tips - keeping the whole thing from being overwhelming or putting too much pressure on to "don't screw this up." Big thumbs up!"

John Bessai

"Susan McLennan is a visionary in Public Relations. Her understanding of the power of word of mouth communications and the new dynamism of contemporary social media is path breaking. She is fluent in the societal impact of new technologies on social media, and her grasp of the historical moment and the changes occurring in all media is precise and eye opening. She recently made a presentation to my class of Centennial College media students - a very tough and savvy audience indeed. They were revetted. Susan McLennan is a dynamic and engaging speaker who can open minds quickly and succinctly to the issues and challenges that media presents today. She also also practices what she preaches. No small feat. I recommend her highly.

[Please click here to view the full profile.](#)

This profile was created by [Expertfile.](#)