

## **Short Bio**

### **Elaine Allison, Customer Care Advocate**

Elaine Allison is known as a Customer Care Advocate and is an international speaker; trainer, consultant and author of the bestselling book *The Velvet Hammer: PowHERful Leadership Lessons for Women Who Don't Golf*.

With extremely successful results in helping organizations become #1 in Customer Care - Elaine delivers powerful keynotes and learning programs that have an impact on audiences. They leave with techniques in their back pocket that can be used immediately. Elaine was one of Canada's first female prison guards in an all male maximum security prison at the age of 19. She had a crash course in understanding how people interact with each other as her life virtually depended on it. She began to truly observe how we resolve issues, discover innovations and uncovered unique methods for dealing with even the most difficult situations.

She has been featured on ABC World News, Global TV, The Globe and Mail and many networks, newspapers, and radio shows across North America. Elaine's hands-on experience, real life stories and illustrations of what we encounter daily helps audiences consider all their options and apply immediate solutions.