SEEMA SODHA, CPCC, ACC

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Summary

I am a speaker, trainer and professional coach and I help people discover who they are, confidently take a stand  
for what they believe in and consciously push past their personal edges in order to live a richer life.

My personal mission is to create meaningful and sustainable change, both for individuals and organizations. My  
personal message: You Matter.

I have 10+ years of experience in personal development with a solid foundation in the healthcare industry. I have  
held positions in management, sales and training and have developed my ability to manage, motivate and lead  
others through change. I have learned to integrate my deep self-knowledge with the ability to build on the inherent  
strengths and talents of others to achieve mutual goals and evoke transformation.

Core Qualifications

Excellent interpersonal and coaching skills Personal Branding  
Practiced in adult learning principles Online Marketing  
Sales force development/training Team player  
Innovative workshop design Self-motivated

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Client-focused

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Professional Experience

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Founder Dec 2011 to Current  
SEEMA SODHA COACHING AND TRAINING  
I offer services in life and confidence coaching, speaking and training. I work with female business professionals  
who are looking to increase their self-confidence, gain CLARITY on their vision, CONQUER their limiting beliefs,  
CREATE a unique blueprint for action and COMMIT to change, one step at a time.

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As a trained and authorized facilitator with Team Coaching International, I apply a unique, validated and proven  
methodology to help teams leverage their collective potential so that they can be more effective, more  
productive and more engaged.

Workshop topics include: Personal Branding, Selling Effectiveness, Confidence Building, Leadership  
Development, Communication Skills, Mastering Co-Facilitation, Overcoming Limiting Beliefs, Finding the Passion  
in Profit.

National Sales Trainer/Learning and Development Consultant Apr 2011 to Dec 2011  
ELI LILLY CANADA INC

First ever National Sales Trainer in Canada for new global partnership; responsible for the design,  
development and delivery of the training plan for the first product launch, setting the stage for a 20 year  
alliance; trained a sales team of 150 representatives and 25 plus managers.  
Applied skills and concepts from leadership training, the co-active coaching model as well as adult  
learning principles to accelerate learning and improve retention at first product launch; resulted in 98%  
pass rate (surpassed benchmark of 85%).  
Evaluated each company's culture and created a customized skills and knowledge assessment tool for sales  
representatives; negotiated and gained agreement from senior management to implement and  
standardize the tool for Sales Representatives across Canada; subsequently influenced assessment and  
training plan for global launch.  
Developed therapeutic and product knowledge online learning modules for sales representatives and  
managers; utilized expertise of cross functional teams to meet objectives

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Specialty Sales Associate, Diabetes Care Sep 2006 to Apr 2011  
ELI LILLY CANADA INC

Provided field training and coaching for new sales representatives  
Designed, developed and co-facilitated workshops for national sales meetings leading to immediate  
increase in ability of sales representatives to close the sale  
Partnered with cross-functional teams to secure contract with client, resulting in immediate increase in  
monthly sales in declining territory  
Winner of National Incentive trip (Pinnacle) awarded to top 10% of reps in 2008

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Pharmacy Manager Oct 2002 to Sep 2006  
CHAROLAIS IDA PHARMACY

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Conducted interviewing, hiring, training and performance reviews for a team of 20 employees to ensure  
service consistency and that goals and expectations were clearly set.  
Planned, organized and conducted quarterly meetings to motivate, engage and foster teamwork amongst  
management team and staff.  
Developed Employee Training Manual to encourage accurate, consistent and systematic training;  
increased efficiency of training time by 50%

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Assistant Manager Jan 2001 to Oct 2002  
CHAROLAIS IDA PHARMACY

Analyzed point of sale reports on quarterly basis to identify gaps in organizational performance.  
Designed and implemented a communication tool to increase communication and teamwork amongst  
employees.  
Co-lead monthly staff meetings with manager; empowered employees to take responsibility and increase  
accountability for assigned projects, resulting in increased teamwork

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Education and Training

Authorized Team Diagnostic Facilitator 2012  
Team Coaching International

Certified Professional Coactive Coach 2012  
Coaches Training Institute

Graduate of Co-Active Leader Program 2011  
Coaches Training Institute

Bachelor of Science, Psychology and Business Management 2001  
University of Toronto

Bachelor of Arts, Psychology 1998  
McMaster University

Certifications

CPCC  
ACC  
TCI - Authorized Facilitator

Community Involvement

Volunteer Speaker and Trainer for Entrepreneur Program at Ted Rogers School of Business  
Volunteer Mentor for The Punchline (student run business)

Affiliations

CTI  
ICF Toronto Chapter  
Positive Psychology Think Tank  
Six Seconds (Emotional Intelligence Network)