



“Cheryl is a rare individual combining courage, empathy, intelligence, listening, creativity, hard work, sensitivity, and a commitment to making you the best you can be.”

Career Background

Throughout her career, Cheryl has connected people across cultures and generations building trust, respect and collaboration. She is a catalyst for individuals to realize their values, talents, and passion both at work and home encouraging others to do the same.

Cheryl’s first career was founding and creating a successful executive search firm and spanned more than two decades. It provided keen insight into the characteristics, skills and values of great leaders. In 2001 Cheryl shifted her focus to developing people and organizations to achieve more while fostering a culture that engages hearts and minds. This was the beginning of Cheryl Alexander & Associates. Cheryl received her BA from the University of Minnesota.

Specialties

- Leadership & Development
- Mentoring
- Executive Coaching
- Family Owned Business
- Emotional Intelligence
- Work/Life Integration
- Stress Management

Industries

- Healthcare
- Financial Services
- Distribution
- Manufacturing
- Higher Education
- Recruiting

Certification

- Transformation Leadership
- Emotional Intelligence
- Zone Performance
- Resilience and Stress
- HeartMath Institute
- Action Technologies
- Character-Based Center
- Center for Creative Leadership

Noted Accomplishments

- Created customized leadership development training and coaching programs for multiple global Fortune 500 companies.
- Seventy two percent of CAA’s graduates have moved on to new roles or responsibly within one year since 2003.
- Helped a \$2 billion family owned business transition to one of trust, collaboration, focus on growth strategies, timely and direct communication and expanded character/merit based talent development. Employees at multiple levels have moved to a leadership mindset embracing rapid change and focus on having the best people in each critical position. This resulted in a clear succession plan and a strong bench ready to fill key roles. Business processes, focus, morale, and engagement have increased significantly.
- Appointed to the Secretary of Energy’s Advisory Board; Delegate at the President’s Trade Mission on Sustainable Energy in South Africa; Delegate at the Fourth U.N. Conference on Women in Beijing and at the World Economic Forum in Madrid.
- Served on the faculties of the University of MN Carlson School of Management, The University of St Catherine and Capella University.