



Melissa Dunkley,
CEO of ResultsNOW

My favourite quote.
"You cannot solve a problem with the
same mind that created it."
Albert Einstein

Melissa Dunkley, CV

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Summary:

Expertise. Training and Development expert, Coaching, Counselling, Business Consulting and Change Management

Experience. 30+ years of training experience working with multiple industries, non-profit organizations, and companies

Differentiator. *Melissa is the co-creator of proprietary training models and systems with proven effectiveness in business and social services used by business professionals, trainers, counsellors, and coaches worldwide.*

Work history:

Melissa established ResultsNOW in 1998 as a business training and development company. The company's focus is to increase effectiveness in workplace skills and communication abilities. Melissa ensures the IP is included in the training programs to elevate the effectiveness of leadership, communication and management programming and used to create healthy cultures for the ultimate purpose of improving people's lives and business performance and profitability.

Types of Industries ResultsNOW training has been delivered to are banking, wealth management, indigenous organizations, Not-for-profit, construction, adult learning & education, engineering, architecture, call center, postal, IT, dentistry, oil & gas, marketing agencies and digital marketing education companies.



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Organizations and companies delivered training to include the University of Alberta, NAIT, Kwantlen University, Level Consulting, Elite Marketing Pro, AttractionMarketing.com, Alberta Order of Excellence, ATB, National Bank Financial, Angus Watt Advisory Group, Kasian Architecture, FOCUS Engineering, Pals Geomatics, RED the agency, Telsco Security, Select Call centers, **CCI** Industries, Arrow Engineering, Alberta Prion Research Institute, Siksika First Nation, Highline Electrical, Lesser Slave Lake Indian Regional Council, Lightfoot Media, Ottawa Sports And Social Club, Omell Financial, ProMonetize, Edmonton Space & Science Centre and many others.

Experience and qualifications:

Owner of Training and development company for 34 years.	Co-founder of unique IP in interpersonal communications and personal performance systems
Co-creator of Operant Effectual Counseling (OEC) and Catalytic Counseling	Counselor trainer in OEC and Catalytic counseling for front-line counselors, i.e. social workers, psychologists, therapist, mental health workers, and paraprofessionals across Canada for 17-years.
Senior developer and trainer of for all business client's training programs	Executive leadership coach and business performance consultant.
Expert in leadership and communications competencies	Change management professional
Program developer of business specific programming	Author of leadership tips and numerous training programs and manuals
Co-author of program and trainer for Mind Model Coaches	Developer and trainer of Pro4Team program used by some award-winning wealth management teams



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Education:

Certification: Prosci® Certified Change Practitioner

Certificates:

- **Organization Development (OD) In Practise Certificate** – Udemy
- **Hybrid Project Management Certificate** - LinkedIn Learning
- **Project Management Fundamentals:** Certificate in Managing Project Budgets - Udemy
- **Business Analysis:** Certificate in Essential Facilitation and Workshop Skills - LinkedIn Learning

Diploma and Certificates earned between 1987 – 2000 from Life Skills Coaching College of Canada:

- **Diploma in Life Skills Coaching, Human Relations, and Family Counseling**

The diploma program required:

- 1000 hours of class time
- Peer review of overall performance and skill implementation
- a two-year internship under the supervision of two Registered Social Workers:
 - o Walter Coombs (director of Canadian Mental Health) and
 - o Madeleine Dunkley, president of the Life Skills College.

The foundations of the Life Skills Coaching program were researched and created by New Start Canada to integrate *educational and psychotherapeutic principles and techniques* for the development of personal competence in many aspects of life.

For further information on the Life Skills Coaching program origins go to

<https://melissadunkley.com/education-history>.



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Certificates:

- Marriage, Relationships and Sexuality – Family dynamics and intimate relationships and the appropriate communication to loved ones.
- Gender and diversity – Understanding the differences that exist, how to communicate and counsel, teaching diversity & tolerance of others and understanding gender differences.
- Family in Transition – Understanding the problems that exist when families are in crisis and splitting up.
- Suicide Prevention – Assessing, intervention and prevention of suicide as well as crisis counselling for the friends and family affected when a suicide takes place.
- Family Violence – Structures and dynamics of families and how family violence affects different family members uniquely.
- Dynamics of Relationships – All three levels

Certificate in Employment Counselling 1994

- Life Role Analysis at CONCORDIA COLLEGE, taught by Dr. David Redekopp, who is a Canadian psychologist & specialist in the field of employment counselling and training.

Marketing certificate – NAIT 1996

Olds College – Equine Studies 1982



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Work Experience:

Change Management certification field application 2021 - 2023

Level inc. Contracted Organizational Change Manager & Change Lead - As a member of the Level Change Advisor team, I worked on the program and project-level deliverables and presented to sponsors the key deliverables and reporting.

Senior trainer and training programs creator 2018 - 2021

AttractionMarketing.com

Roles held during the contract: Senior trainer, Acting HR Director, Sales team trainer and executive coach for the Executive team.

Mentorship program developer and trainer for Director of training and development, mentors, and support team staff.

Responsibilities and objectives included:

- Program developer, created a comprehensive mentorship training program for 15,000+ end-users virtual e-learning
- Senior training and development manager, facilitate skills training for multiple positions (facilitators, mentors, sales coaches, managers, and projects team)
- Sales manager of a global fully virtual sales team of 14 sales professionals,
- Reported to CEO on HR & training progress and CMO on sales analytics,

Achievements / Contributions: Increased profitability by at least 300% in 2020.

Lightfoot Global - Digital marketing company 2016 - 2019

Trainer and Business Consultant



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Objectives:

- Established the HR department, recruited and trained HR manager replacement,
- Developed change/growth strategy & processes, structures & protocols for internal team,
- Training and development manager for all training plans, skills training in project management, leadership, and team communications.

Angus Watt Advisory Group, National Bank Wealth Management 2001-2015

Corporate Trainer

The mandate of the role was to develop the team of advisors in professional & personal management best practices and develop client management skills to ultimately support growth in Assets Under Management (AUM).

- Assess the team and address any gaps in the advisor's team and client management skills,
- Research, design and implement a comprehensive Advisor training curriculum to address the team's gap in skills,
- Creation of an Advisor development program (Pro4Team) which incorporated four significant pillars, which are: *1. Education Certification, 2. Technical Mentoring, 3. Business Logistics, and 4. Client Relationship Management,*
- Create a technical mentoring process to incorporate an innovative mentor-matching program to broaden industry & technical financial business knowledge in junior advisors and associates.



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Results: Helped facilitate teams' growth from \$150M assets under management (AUM) to just under a \$1Billion AUM.

ATB Financial - Regional Bank

2005-2011

Executive Development Trainer/Coach to CFO and direct reports

- CFO executive leadership coach and leadership trainer in departments of Finance, PM and Treasury,
- Collaborate with department stakeholders and the HR department to develop and deliver leadership training plans for the key leaders identified as potential "stars" in their executive succession strategy,

Accomplishments: Nine of the ten VP leaders worked with were chosen for advancement as a direct result of the leadership training.

Owner of Integrated Neuro Systems and INS Training Group

1988-2001

These companies were the place of the founding research of the intellectual property tools that were applied to personal and professional performance training, social development programs and counsellor training were all delivered for over a decade through these two companies.



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Publications and Media

Program Review article and books:

Life Skills Coaches Training Colleges created a social invention "Non-Athletic" coach. The origins of all **coaching** to follow and is defined as a non-athletic coach. Social Invention book authored by D. Stuart Conger

The Zen Tao Of Counseling: OPERANT EFFECTUAL COUNSELING (OEC), personal reflections article by Dr. Phillip W. Warren, Head of Psychology Department, Kwantlen University College (Retired)

Leadership Tips: published for EEA (Edmonton Executive Association)

- 32 tips focused on leadership, team communication and personal productivity

Public Blog Articles: posts and blog posts on LinkedIn and www.melissadunkley.com

- Creating smart teams
- Productivity killers

White papers:

- Leading Change
- Project management conversations

Media:

Changing Behaviours...One Client at a Time, authored by Rick Lauber, Edmontonian Magazine 2009

Books and Manuals:

Applied Communication Essentials program



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Applied Leadership Development Program

Mastering the Buying Conversation

Wiring the Mind for Wealth program and manual

Mind Model Coaches training manual

Fundamentals of Leadership Training Program

Executive Leadership Training program

Pro4Team (wealth management specific) training program and manual

Burnout Prevention program

And many other business-specific tailored training programs



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Thumbnail character references:

"Melisa's expertise in strategic leadership, HR processes, training and developing people has made a tremendous impact in our personal and professional lives, but also contributed to adding 15% to our revenues and increasing profitability by at least 300%."

Fernando Ceballos, CMO of AttractionMarketing.com

"I have known Melisa for 10 years now, and I can say with confidence we would not be where we are today without Melisa's unwavering support, unique problem-solving abilities, and willingness to go above and beyond the call of duty. Melisa will be an asset to any organization seeking help with any leadership role related to operational efficiency and productivity, training and development, or HR. She is one of those unique individuals who has a vast area of expertise and strengths that extend beyond the single role."

Tim Erway, CEO of Elite Marketing Pro and AttractionMarketing.com

"Melissa was my executive coach for approximately four years. I was a senior executive at a financial institution in Alberta at the time. I found her very easy to work with. However, she held me accountable for results as we worked together to establish my areas of improvement and timelines for achieving this improvement. She helped me immensely."

Jim McKillop, FCA

"With your guidance and coaching, we developed a team that I would argue is one of the best in Canada. Our assets under management have increased significantly and our revenues have followed. Today our workplace is a happy, positive environment, one where we are all proud to be part of our success. How can we thank you enough."

J. Angus Watt, Managing Director, National Bank Financial

"Melissa always strives for excellence, takes personal ownership, and is compassionate with all team members. Melissa created a culture where it is acceptable to make a mistake but to own and take responsibility for the mistake, learn, and grow from it. She always kept herself to a higher standard than what she expected of the people working for or alongside her."

Marinda Bandat, ProLead and Sales Professional of AttractionMarketing.com



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Recognition and colleagues' review of the foundational body of work

The body of work on Question Concepts, Belief Systems and Profiling, done by Blair Dunkley was largely done from 1977 through to 1989. Blair Dunkley's mission was to shed light on the dynamics of transformational change with the effective usage of questions to better understand how to be deliberate, thoughtful, adaptive, and ultimately be more successful in life, business, and career.

Blair Dunkley's research has been peer-reviewed by some of the most well-respected professionals in their fields. These friends and fellow human scientists are among a large group of clients, students, and participants who have learned and experienced first-hand the positive effects of the body of work along with the tools and systems later developed by Melissa Dunkley and are taught in most of Melissa Dunkley's training and ResultsNOW's professional training programs.

Dr. David Redekopp of the Life Role Development Group, Edmonton, Alberta, Canada,

David's quote about Blair's work: "Blair's Question Concepts could be as important to understanding the human condition as Einstein's MC^2 was to mathematics"

Ted Kuntz, a psychotherapist in private practice in Vancouver, Canada and author of the Canadian best-seller, *Peace Begins With Me*,

Ted spent a full year learning from Blair and Melissa Dunkley the tools that significantly changed his life.

Jeff Walker, IT Information Services, former professor at McGill University, Montreal, Quebec, Canada,



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Jeff travelled to St. Albert to spend three full days learning from Blair and Melissa Dunkley about Belief Systems, a subject Jeff had already dedicated eleven years researching but was recommended by Dave Redekopp to learn from the expert on beliefs and developer of the Belief Cycle, which was Blair Dunkley.

Phillip W. Warren, BA, PhC, Professor Emeritus from Kwantlen University College

Phil took the OEC program from Blair and later wrote two different articles about his experience and significant simplicity in understanding problems and the root dynamic to resourcefulness.

*Blair's work has been described by Phillip Warren as the study of **Obnosis** – the art of observation of the incredibly obvious.*

Dr. Steve Marks, Professor Emeritus after a 23-year teaching career at The University of British Columbia in the Department of Counselling Psychology.

"Blair wishes for his work will contribute to a better understanding of the human experience, and how this understanding can leap us all forward to success in anything we put our minds to."

Steve audited Melissa Dunkley's OEC program and was impressed with the simplicity, and effectiveness of the tools and skills taught so much so Steve spent nine days with Blair writing the manuscript for the book Six Questions Changing Your Life.