

Biographical Sketch

Christine Elliot, LL.B.

Christine Elliot is an executive coach for Apex Performance Strategies. She works with executives and managers to enhance their progress toward well-crafted, agreed goals more quickly and more enjoyably than they could on their own. With the pressures of daily business, it is often challenging for an executive to identify and address performance opportunities alone. Regular coaching sessions provide five specific advantages: focus, perspective, accountability, a "sounding board" and realistic, practical action steps.

Coaching Specialties:

- Goal Setting and Planning
- Time Management
- Performance "Systems"
- Enhancing Staff Performance
- Client Relationship-Building
- Marketing
- Profitability

Christine was the first female attorney at Shell Oil of Canada and for ten years practiced all aspects of business law. In 1986 she left law practice and furthered her business expertise in: corporate finance, sales, marketing, software development, music publishing, real estate information systems and electronic equipment manufacturing.

A popular workshop leader for professional and business organizations, Christine has published over 60 articles on business growth subjects and her book, "The Overwork Trap: How We Get Caught and How We Escape" was published in January 2004. She is a member of local bar associations, the Renaissance Lawyer Society, the International Coach Federation and the San Diego Professional Coaches Alliance. She is a graduate of Osgoode Hall Law School, the University of Toronto and Coach University.