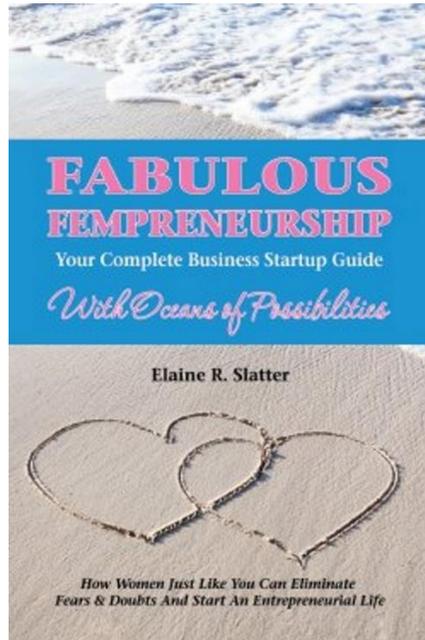


# Media Kit

Elaine Slatter

Founder XL Consulting Group &  
Fabulous Fempreneurship



Elaine Slatter

XL CONSULTING GROU[, BURLINGTON, ONTARIO, CANADA

## Elaine Slatter Bio

Never one to take the easy path, Elaine Slatter left the UK at 19 to pursue adventure in Canada. Not satisfied with staying in the admin pool and with a burning desire for a career, she started taking university courses on a part-time basis while at the same time raising two children.

A graduate of McMaster University in Hamilton and Sheridan College, Oakville, Ontario, Elaine has an extensive corporate resume spanning over 30 years of experience in the manufacturing, retail and distribution sectors. This experience includes product launches, branding, trade show execution, IT projects, website development, e-commerce websites, international customer service set up and bonded warehouse experience. Elaine was CEO of the Canadian operations for a US manufacturer. In this capacity, she was responsible for sales, finance, customer service, marketing, warehousing operations and the bottom line.

Life can throw unexpected curves. Elaine was the reluctant owner of retail business after the death of her husband. During a three year period Elaine managed to run this business and package it for sale, while still continuing to work in an executive position for a global welding manufacturer.

After leaving the corporate sector, Elaine became the founder and CEO of XL Consulting Group. This consultancy is a small business advisory, specializing in entrepreneurial startups and businesses that are not experiencing their full potential. Clients can engage XL Consulting to improve their business strategies, plan for growth or business loans or execute marketing optimization in both the traditional and social channels. Branding and website development are key pillars we use to help small businesses grow their market presence.

## Kind Words

**Jill Ackerman, Home Staging Expert and Founder of Stage Right says:**

*"In one word, Elaine Slatter is extraordinary. Skilled, knowledgeable, personable and so generous, she combines the best there is in entrepreneurship into her work. She redeveloped my website into a professional representation of my company, spent time teaching this "techno-peasant" how to blog, spent hours coaching and advising me to the point that I have a much greater appreciation of the business side of my work. She has been endlessly patient and so generous with her time. The more I work with her, the more I appreciate the wealth of knowledge, energy, commitment and integrity Elaine possesses. She is a champion of women entrepreneurs and volunteers her services in so many areas. Elaine is truly an inspiration and it is my great fortune to be associated with her."*

## Founding Fabulous Fempreneurship

From working with female founders, Elaine saw the need for a business guide for women startups. In 2016 she authored a best-selling book, *Fabulous Fempreneurship*, which is used as graduation gifts, and by accountants for female clients who want to start a business.

Here's what reviewers have said:

*"Fabulous Fempreneurship is an excellent starting point for aspiring women entrepreneurs. I am planning on sharing it with my "Beyond Silicon Valley" MOOC students on Coursera. Elaine is an excellent entrepreneur with an incredible passion for helping others and her book is an excellent and needed resource."* **Michael Goldberg, MBA, Assistant Professor Department of Design and Innovation, Weatherhead School of Management, Case Western Reserve University, Cleveland, Ohio, USA.**

*"The familiar and approachable tone made the book very readable. I think an entrepreneur would use this throughout the process – getting inspired, doing the homework, getting started and measuring success. Nicely done."* **Penny McIntyre, B.Comm, former CEO of Sunrise Senior Living & President, Consumer Group, Newell Rubbermaid.**

## Giving Back to the Business Community

Elaine is a volunteer mentor for many organizations; Futurpreneur, Company of Women, Women in Biz Network, Burlington Chamber of Commerce Young Professionals, The Forge Incubator, Hamilton, Ontario and Lead Mentor for "Beyond Silicon Valley" MOOC on Coursera (Case Western University course).

The Fabulous Fempreneurship brand now encompasses a website at [Fabulous Fempreneurship.com](http://FabulousFempreneurship.com). It also includes a facebook mastermind community of over 600 women entrepreneurs, empowering, supporting and mentoring women.

In addition to highlight women entrepreneurs on her own Fabulous Fempreneurship platform, she is also a monthly contributor for the "She Owns It" blog by Melissa Stewart, named as one of the top U.S. entrepreneurial influencers.

## Speaking Topics

Elaine speaks to organizations on topics such as:

- S.M.A.R.T. goals for entrepreneurial business success
- A woman's guide to corporate networking in the old boys club
- How to become a successful business leader in a "man's world"
- How community giving is a hidden marketing strategy for customer loyalty
- New to business? How the business model canvas helps you organize your dream into a business.
- Business 101 boot camp, business startup essentials.
- Why a book of authority is the 2017 version of a business card

To book Elaine for your next event:

Email: [elaine\\_slatter@xlconsultinggroup.com](mailto:elaine_slatter@xlconsultinggroup.com), telephone 905.639.3555

Websites:

[XL Consulting Group](#)

[Fabulous Fempreneurship](#)

## Headshots



## Logos





## Fabulous Fempreneurship Book

