

# ALRIC REID

BUSINESS CONSULTANT • MENTAL WELLNESS  
CONSULTANT • COMMUNITY ORGANIZER • LIFE COACH

**P** 365-340-1020

**E** alricr@gmail.com

**A** Edmonton, AB

**W** www.alricreid.com

## PERSONAL VALUE STATEMENT

To inspire creative imagination, personal growth, professional development, social justice, equity, and inspired action among changemakers, visionaries and thought leaders.

## PROFESSIONAL EXPERIENCE

**Sep 2022 - Present**

**Co-Director and Lead Consultant (*ReiDefine Consultancy / 4 Reids Inc.*)**

- Provide strategic recommendations and advice focused on the elimination of identified systemic barriers to workforce diversification, employee inclusion, retention and engagement.
- Use strong consultation skills to understand needs, and verbal and written communication skills to influence decision-makers and project teams to achieve project and program success.
- Provide recommendations project stakeholders to resolve issues, improve execution, and improve outcomes.
- Provide leadership and assistance to various clients and project teams that require change management, prioritization, and risk/issue management support.
- Partner with team to develop recommendations to programs and projects including providing details of resource requirements, dependencies, interdependencies, and policy implications.
- Assess, in collaboration with team and external program/project sponsors, whether the program/project achieved stated outcomes and identify opportunities for improvement for future similar program/projects.
- Collaborate with team to prepare project proposals, including the desired outcomes to be achieved, critical requirements,

## EDUCATION

**MacEwan University (Sep 2023 – Present)**

- Psychology Major (Qual)

**Sam Sharpe Teachers College (Aug 2008 – Jun 2011)**

- 3 Year-Teaching Diploma (Honours)
- Co-authored school song
- Student Council Year President 2008-2011
- Class Leader 2008-2011
- Valedictorian 2011

**Sarah Jane Academy (2022)**

- Diversity, Equity and Inclusion for Practitioners Certificate

**Global Sciences Foundation (2021)**

- Belief Clearing Practitioner Coaching Certificate

**American Union of NLP (2023)**

- Certified Life Coach Certificate

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potential approaches, budgetary estimates, and strategic alignment.

- Provide advice, guidance and expertise to promote adoption of methods and tools and adherence to policies and standards.
- Manage reviews of the benefits and value of methods and tools and recommend improvements.
- Tailor and develop community engagement plans centred around building trusting relationships with stakeholders.

**Apr 2021 - Present**

**Founder and CEO (*Alric Reid Coaching*)**

- Partner with clients to crystallize their goals into actionable plans, overcome emotional baggage, develop self-compassion and ditch self-sabotage, while providing guidance to overcome limiting belief patterns so that they can confidently progress towards making their dream life a reality.

**Jun 2015 – Jan 2023**

**Telephone Banking Financial Service Representative/Lending Solution Specialist (*CIBC*)**

- Collaborate and brainstorm effective financial solutions to improve clients' banking and enrich and deepen client relationship through tailored conversations to enhance their client experience.
- Process applications for lending solutions (Loans & Lines of Credit)
- Conduct risk assessment and create risk assessment profiles based on borrowers lending history

**Aug 2018 - 2022**

**Professional Development Consultant (*CIBC, Ranch Ehrlo, Newmarket African Caribbean Canadian Association, Aurora Black Community*)**

- Created, curated and delivered team building exercises to staff and community members to deepen trust, teamwork, accountability and camaraderie among participants

**October 2021 – December 2021**

**Policy Compliance Consultant (*Newmarket African Caribbean Canadian Association*)**

- Reviewed Government of Ontario NPO bylaws to assess compliance of organization
- Audited existing organizational documents and highlighted incompliance according to provincial legislation

## **KEY SKILLS**

- Excellent Communicator
- Customer Service
- People-Focused
- Marketing
- Project Management
- Budget Planning
- Social media marketing
- Planning

## **PERSONAL AND PROFESSIONAL DEVELOPMENT**

- Therapeutic Crisis Intervention Training
- Therapeutic Crisis Intervention Training for Developmental Disabilities
- Robins-Madanes' Total Emotional Break Through
- Neurolinguistic Programming- Auspicium United Kingdom
- Children and Residential Experiences (CARE)- Cornell University United States
- CPR and First Aid Training
- Train the Trainer Certification
- Google Ads Certification Web Development and Design Training
- Graphic Design

- Completed paper application to attain full compliance and suitability for charitable organization status
- Implemented digitized system to ensure seamless compliance updates to continually meet provincial legislative standards

#### **May 2020 – November 2021**

##### **Equity Diversity and Inclusion Consultant (CIBC)**

- Collaborated with co-consultants and colleagues to conduct qualitative research of needs assessment of company's culture and the intersecting identities affecting the performance and satisfaction of staff.
- Conducted focus groups with staff, upper management and various stakeholders
- Provided report with recommendations for implementation plan
- Liaised with frontline staff and upper management to develop DEI frameworks to support inclusion at all levels of the organization.
- Collaborated with various teams and branches to implement DEI plan and execute diversity celebrations; highlight and celebrate DEI strategies and awareness campaigns
- Organized internal social media campaigns (intranet), strategic rollout of DEI events and celebrations.

#### **Jan 2016 – Nov 2019**

##### **Employee Satisfaction Consultant (CIBC)**

- Liaison between staff and upper management in providing feedback about policies and how best they serve front line staff in meeting their roles while being fully engaged and satisfied with their job
- Conducted one-on-one interviews, group facilitations and focus groups with staff by building a trusting relationship then take their feedback to executive management
- Collaborated with executive leadership team to create workable solutions and deliverables to meet employee satisfaction standards and business KPIs simultaneously.

#### **Jan 2008 – Nov 2015**

##### **Community Outreach and Engagement Specialist (Chill City Community Club)**

- Reactivated dormant community youth club as a community realignment initiative to serve at risk youth, children and families
- Developed, alongside co-leader, several innovative grassroots projects by sourcing funding (grants & sponsorships) from various government (Ministry of Security

## **AWARDS/SCHOLARSHIPS**

- Governor General Youth Achievers Award Nominee for Outstanding Leadership- 2010
- Fraud Document Detection Outstanding Service Award (MBJ Airport)- 2001
- XM Radio Top Quality Analyst Award- 2005
- Crystal Award for Excellence (CIBC)- 2018 & 2020
- Client Experience Award (CIBC)- 2017-2021
- Rising Star Award (CIBC)- 2015
- Quarterly Award of Excellence (CIBC)- 2015 & 2016
- Excel Awards for Excellence (CIBC)- 2015 & 2017
- Sales Champ (CIBC)- 2015-2016

## **PUBLICATIONS AND ARTICLES**

- Resilient You (2021-Self Published Book)
- How to Boost Your Confidence with Positive Self Talk (2022- Self Published Manual on Amazon)

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and Justice & Citizen Security and Justice Program) and multinational funding agencies (USAID, Food for the Poor)

- Partnered with executive team and community stakeholders to source funding from private sector (Digicel Foundation) to launch first ever community preschool, afterschool program, and skills training program
- Partnered with multinational organization, UNICEF, to train and equip capable community members with the requisite skills and certification to offer positive parenting workshops and skills training through the Unity and Peace Parenting Program.
- Collaborated with wife/business partner to commence CXC English and Mathematics evening classes to community members, which was soon extended to include other volunteer teachers and to offer homework center for children who needed support.
- Spearheaded initiative to transform the aesthetic of our inner-city community by replacing all zinc fences with concrete walls. Also, to establish community football (soccer) competition to build positive intercommunity relationship with the aim of reducing violence.

**Jan 2018 – Nov 2020**

**Personal Support Worker/Group Facilitator (*Ranch Ehrlo Society*)**

- Supported at-risk youth struggling with behavioral challenges and young adults living with intellectual disabilities in navigating and normalizing daily routines for successful transitions to meaningful and satisfying vocations.
- Collaborated and planned for yearly, monthly and weekly activities and excursions for group participants.
- Organized, planned, created and delivered professional development workshops for staff.

**Jun 2013 – Apr 2015**

**CEO and Operator (*The Potable Water Service*)**

- Established contractual partnership with National Water Commission (Jamaica's water provider) to supply potable water to community facing dire water shortage challenges
- Grew client base within the first four months of operation from one local government contract to two local government contracts plus over sixty private clients to deliver water to areas with water shortages

**July 2010 – March 2015**

**Co-Founder & Educator (*GSAT Made Simple-Private Institution*)**

- Why it is Important for Men to honour their Emotions (Blog Post-2022)
- 2 Quick Ways to let your Imagination help you create a life you love (Blog Post-2022)
- Why is it important to enjoy life's small gifts (Blog Post-2022)
- Why the Hullabaloo? (Editorial- Jamaica Gleaner, 2008)

### **PODCAST/ WEBSITE**

- Prosperity Magnet Speaks Podcast (Available on Spotify, anchor and other major platforms)
- Self-designed website- [www.alricreid.com](http://www.alricreid.com)

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- Conducted needs-based assessment with students to identify competency gaps and develop remedial individualized learning plans to meet their needs
  - Consulted and collaborated with parents to provide feedback of students' progress and to address any lingering needs in preparation of national examinations
  - Taught and tutored students in Mathematics, Science, Spanish and English Language at elementary and CSEC level
  - 100% success rate with students

**Sep 2011 – Aug 2014**

**Educator and Soccer Coach (*Heinz Simonitsch School*)**

- Taught Spanish, Music, Mathematics and Physical Education to students ranging from 6-17 years old
- Increased the school's pass rate in Spanish in external regional examinations by 100% in three years
- Developed minor games portfolio to address fitness and skills for school's soccer team
- Supported students with skills training and coaching clinics as they transitioned through interschool football (soccer) competitions.
- Soccer team achieved their highest placed finish in history by coming in 4<sup>th</sup> place

**Nov 2009 – Aug 2008**

**Quality Assurance Supervisor (*E-Services Group International*)**

- Supervised role of calibrating staff performance in alignment with organizational expectations and KPIs
- Conducted audits of employees' phone interactions with clients and provided score cards for performance review and feedback.
- Created tailored plans for consultation with employees, based on performance reviews and feedback.
- Conducted training sessions and workshops with employees to assist them with achieving success in their roles and to improve in any area(s) of deficiency identified.
- Co-created the "Listener Care Club" for employee motivation.
- Increased quality compliance by 11% in three months and maintained that level throughout tenure, resulting in overall compliance of 98.7% year to year.

**Nov 1999 – Feb 2004**

**Customer Service Supervisor (*AJAS Ltd.*)**

- Served as 'On-call Interpreter' for local immigration officers.
- Managed multiple airline ground operations over 4 years.

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- Created work schedules and provided supervision for over 50 employees and directly supervised 20 employees.
  - Engaged in the hiring process of potential candidates by reviewing applications and conducting interviews on the selection panels.
  - Trained and supervised new staff.
  - Trained and specialized in fraud document detection and trained staff on behalf of company.

**Sep 1999 – Nov 1999**

**Restaurant Manager (*Sailor's Restaurant*)**

- Coordinated daily restaurant operation, including tracking of inventory and sales, income and expenditure, staffing schedules, and payroll.
- Created customer service standards and trained staff.
- Engaged in conflict resolution in relation to staff and customers

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**COMMUNICATION/ INVITED PRESENTATIONS**

- York University (AY Program in collaboration with CAS Toronto, Peel, Durham and York)- Motivational presentation to at risk youth with CAS involvement (2021 & 2022)
- Aurora Black Community- Guest Presenter/ Panelist for series on “Courage to Change” (2021)
- Español en Jamaica with Symonette Hibbert (2021)
- CIBC Roadshow- Keynote Speaker (2019)
- One Way Tabernacle Early Childhood Institution- Keynote Speaker (2012)
- St James Parish Council- Motivational Speaker to inner city Youth (2021)
- Mount Alvernia Prep Boy's Day- Motivational Speaker (2012)
- Montego North Police Youth Club- Guest Speaker (2006)
- Sam Sharpe Teacher's college Past Students Association (2013)

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**LEADERSHIP/ COMMUNITY INVOLVEMENT**

- Board Member, Newmarket African Caribbean Canadian Association- Ontario (2021-2022)
- Community Activist and advocate- Saskatchewan (2017-2021)
- Newcomer Settlement Support- Regina, Saskatchewan (2015-2020)
- Amnesty International Regina Chapter- Missing and Murdered Indigenous Women (2015-2018)
- Black Lives Matter (Regina and Saskatoon- Saskatchewan)
- CIBC Black Employee Network- Chapter Leader- Regina, SK (2020-2022)

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- President (2008-2012), VP (2007-2008) and Secretary (1998-2000), Chill City Community Club- Jamaica
  - Constituency Volunteer Soccer Coach/ Coordinator- Northwest St. James, Jamaica (2007-2014)
  - Liaison Officer/Translator/Interpreter, Jamaica Football Federation (2014-2015) & G15 Summit with the Ministry of Tourism and Local Government and Foreign Affairs (1999)- Jamaica
  - Headley Cup Cricket Captain, Cornwall College (1998-1999), Jamaica

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## **REFERENCES**

Available upon request

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