

# APPROVED BIOS

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## SHORT VERSION

Vicki McLeod is a writer, author, coach, consultant and an award-winning entrepreneur. She is an advocate for mindful business, everyday happiness and living a life rich with meaning.

For more than two decades she has helped organizations, governments, and small businesses create conversations that matter with clients, customers, and stakeholders. She has coached and mentored leaders, executive teams, and individuals to take inspiration and turn it into strategy.

She leads retreats and workshops, writes poetry and a newspaper column, and bakes bread. You can find her online at [vickimcleod.com](http://vickimcleod.com) and offline on beautiful Vancouver Island on the west coast of Canada, in pajamas, making something.

## LONG VERSION

Vicki McLeod is a writer, author, coach, consultant and an award-winning entrepreneur. She is an advocate for mindful business, everyday happiness and living a life rich with meaning.

For more than two decades she has helped organizations, governments, and small businesses create conversations that matter with clients, customers, and stakeholders. She has coached and mentored leaders, executive teams, and individuals to take inspiration and turn it into strategy.

She is the author of *You and the Internet of Things, A practical guide to understanding and integrating the IoT into your daily life* (Self-Counsel Press 2020), *#Untrending, A Field Guide to Social Media That Matters, How to Post, Tweet, and Like Your Way to a More Meaningful Life* (First Choice 2016) and co-author of *Digital Legacy Plan, A Guide to the Personal and Practical Elements of Your Digital Life Before You Die* (Self-Counsel Press 2019) and writes a biweekly newspaper column on the intersection of digital and analog life. Her next book, *Effective Communication at Work, Speaking and Writing Well in the Modern Workplace* (Rockridge Press 2020) is pending release in June 2020. She is passionate about being fully human in a technical world and using technology wisely and well.

She leads retreats and workshops, writes poetry and a newspaper column, and bakes bread. You can find her online at [vickimcleod.com](http://vickimcleod.com) and offline on beautiful Vancouver Island on the west coast of Canada, in pajamas, making something.

Vicki McLeod is a writer, coach, consultant and award-winning entrepreneur. Founder of Main Street Communications Ltd, she has worked with clients in the government, education, environmental, and skilled trades sectors to make conversations that matter since 1994. Vicki is an active blogger and advocates for everyday happiness, mindfulness and being fully human in a technical world.