

Shelle Rose Charvet is known around the world for her ground-breaking book **Words That Change Minds: Mastering the Language of Influence**. It is used as a text book in several university business programs in the US and the UK as well as Coach U. It's now available in several languages.



Shelle's background is in social sciences and Neuro-linguistic Programming (NLP). She is an expert in the below-conscious processes that make people do what they do.

Shelle lived and worked in Europe during the 80's as a communication trainer & consultant for clients such as the OECD, IBM Europe, the European Parliament and Commission, the Bank of France and the CERN (European Centre for Nuclear Research) amongst others.

Upon her return to Canada, she was the founding President of the Canadian Association of NLP. She now travels worldwide to work with clients on their most challenging communication problems. For Woodbridge Foam Corporation, she prepared their management teams for bargaining and they not only avoided a strike, they won the first 5 year agreement in the company's history. She has conducted several behaviour change programs for them to enable their commercial people to successfully negotiate with even their toughest customers in the auto industry. She has worked with 3 levels of government in Canada.

Shelle is bilingual in English and French, can get out of jail in Spanish, and can eat & drink in German (in the present tense).