



Cheryl McCormack, Principal Consultant, brings over four decades of hands-on senior leadership experience in business across multiple sectors. She specialises in sustainable organic growth and upscaling operations,

while maintaining a comprehensive understanding of every function within an organisation. With a focus on organisational concerns from strategic planning for improved results to marketing and operations, Cheryl brings an unusually wide array of knowledge, talent and experience to support her clients organisational outcomes including leadership and team growth.

### Cheryl's Career Achievements:

- Led large teams responsible for multi-million dollar revenues at John Martin Retailers (South Australia) and Adecco (New South Wales).
- Developed a business from scratch achieving sustained profitability (22 years) in the highly competitive HR/Recruitment sector in Sydney.
- Achieved successful change leadership through technology implementations, organisation-wide quality assurance implementation and a merger.
- Effectively oversaw operations across multiple offices for a global recruitment firm in Sydney.
- Represented Australia's ATS/CRM needs to Adecco's technology development USA team.
- Implemented, audited & achieved Quality (ISO9001) accreditation across a multi-office business in Sydney.
- Multiple projects undertaken including change leadership, policy development and skills gap analysis.
- High-end technology skills applied to large document formulation, advanced formulas for analysis in Excel and multiple graphic design platforms in the development of impactful marketing strategies.
- Delivered many impactful training sessions as well as public speaking presentations.

### Services available:

- Strategic Planning**
  - Review of existing plans &/or assistance with development from scratch
  - Needs assessments facilitation
  - Design, implementation & evaluation of employee surveys
  - Action and tactics planning
- Transactional & Transformational Change**
  - Cultural surveys
  - Leadership development
  - Team building
  - Employee motivational strategies
- Workforce Evaluation**
  - Job design & redesign
  - Skills gap analysis facilitation
  - Training & development
- Targeted Recruitment**
  - End to end or part service
  - Board advisory service
- Psychometric Assessments**
  - Leadership Capabilities (CPI260®)
  - Abstract Reasoning (ACER – TAR®)
  - Emotional Intelligence (MSCEIT®)
  - Strong Interest Inventory (SII®)
  - Team Building Communication (MBTI®)
- Policy & Compliance**
  - Problem identification & stakeholder consultation
  - Policy development, training & evaluation
  - Regulatory compliance

### Qualifications:

- Master of Policy, Flinders University  
*(Chancellor's Academic Excellence Award)*
- Graduate Certificate in Total Quality Management, Wollongong University
- Graduate Diploma in Psychology, Charles Sturt University
- Bach of Management (HRM), UniSA/UTS
- Myers-Briggs Type Indicator® (MBTI®) & Strong Interest Inventory® (SSI®) Certified Practitioner