

CHERYLYN (CHERYL) MCCORMACK

Strategic Capability Partner | Business Leader/Builder | Adult Learning Facilitator

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PROFESSIONAL SUMMARY

Strategic, people-centred facilitator and senior leader with extensive experience designing and delivering workforce development, leadership, and continuous improvement initiatives across government, non-profit, and commercial sectors. Recognised for translating complex concepts into practical, engaging learning experiences, building organisational capability, and leading change with clarity and impact. Proven success in building sustainable business from start-up, strengthening culture, developing best practice business systems, policies and procedures, and supporting organisations through growth and transformation. Known for a collaborative people-centric servant-leadership approach, strong communication skills, analytical thinking, and commitment to service excellence.

CORE CAPABILITIES

Leadership Development, Team Building & Engagement: Workshop facilitation, leadership development (emerging to executive), team building, skills & capability analysis, training program developer & facilitator, adult learning, leadership coaching, organisational capability uplift.

Workforce Development & Organisational Culture: Targeted recruitment and selection best practice training, psychometric assessments, workforce planning, onboarding and offboarding, HR strategy, organisational culture, employee engagement surveys, skills gap analysis, job design/re-design, capability development, performance management.

Business Building: Business planning, strategic approach to developing markets, digital marketing knowledge and practice, client relationship building, financial stewardship.

Continuous Improvement & Change: Change management (team and organisational), process optimisation, systems improvement, policy and procedure design.

Communication & Engagement: Business writing, negotiation, stakeholder engagement, social media optimisation.

Program Design & Delivery Tools: Project management tools, AI (Claude, ChatGPT, Copilot), Workforce Capability Development Model©, IBM SPSS data analysis, MBTI©, CPI©, Strong Interest Inventory©, CRM/HRIS, Microsoft 365 (advanced-user), SharePoint, Dynamics 365, Objective, Diligent, MS Project (advanced-user), Gantt Charting, Canva, Mailchimp, WordPress (web-design).

CAREER ACHIEVEMENTS

- Designed and facilitated team-building and professional development programs for ESCOSA, McCormack Employment Services, and Adecco.
- Led the development of a KPI program for ESCOSA to strengthen organisational performance, improve transparency and heighten executive accountability.
- Improved processes and developed standard operating procedures at ESCOSA to ensure consistency and strengthen induction and onboarding for new employees.
- Developed a national epilepsy referral pathway across multiple states, aligning stakeholders around consistent practice.
- Delivered culture and communication initiatives during a period of rapid organisational growth at Epilepsy Foundation.
- Built McCormack Employment Services (HR advisory & talent acquisition/assessment) from start-up to \$4M revenue within four years in the highly competitive Sydney market sustaining the business successfully over two decades prior to divesting in 2018.
- Turned a long-term loss into profit within two years for Centacom in South Australia, now Adecco.
- Relocated from South Australia to New South Wales to lead and develop a multi-branch network in Sydney in a senior management position.
- Implemented ISO 9000 certification across New South Wales operations for Adecco (formerly AdiaCentacom).

PROFESSIONAL EXPERIENCE

Managing Director & Principal Business Adviser – McCormack Business Consulting (July 2026 – present)

After completing an 18-month contract within a SA Public Sector regulatory agency to gain government sector experience, I elected not to continue in an employee capacity and resumed my independent consulting practice. During this period, I also completed the **Certificate IV in Training & Assessment**, further strengthening my capability portfolio and enhancing the strategic services I provide to clients.

Services offered:

- Workforce Capability & Engagement
- Leadership, Team & Culture Development
- Workforce Learning & Assessment

Manager, Strategy and Operations – Essential Services Commission of SA (2024–May 2026)

- Initial 12-month full time maternity leave contract extended by a further three months.
- Led organisational performance monitoring, reporting and process improvement.
- Established a unified SOP framework that enhanced operational consistency, reduced variation, and supported continuous process improvement.

- Spearheaded the design of a comprehensive KPI program, overcoming historical executive resistance by facilitating collaborative workshops and guiding stakeholders toward consensus, resulting in the approval of the organisation's inaugural performance measurement suite in October 2025.
- Managed and capability developed a high performing team of five FTEs delivering corporate support including financial, technology, training and secretariat services across the Commission.
- Oversaw project management tools and supported strategic planning and governance compliance.
- Initiated, designed and facilitated a Skills Gap Analysis-Job Enrichment program culminating in a significantly strengthened and engaged team as noted Commission-wide.
- Facilitated team-building workshops and culture uplift initiatives.

NSW Relationship Manager – Epilepsy Foundation (2021–2023)

- Initial 12-month contract extended by a further 18 months.
- Raised statewide awareness of epilepsy services through stakeholder engagement and outreach.
- Developed national referral pathway documentation to support consistent service delivery.
- Built strong partnerships with clinicians, hospitals, and community stakeholders.
- Guest presenter at medical conferences.
- Led internal communication and change initiatives during organisational growth.

Organisational & Strategy Advisor – McCormack HR & Business Consulting (2020–2024)

- Delivered strategic consulting and workforce development services across disability, health, and commercial sectors.
- Facilitated team-building, leadership, and capability development workshops.
- Conducted skills gap analysis, succession planning, and organisational reviews.
- Designed HR policies, procedures, and employment documentation.
- Provided outplacement and transition support for national organisations.

Founder & Managing Director – McCormack Employment Services (formerly McCormack Recruitment) (1998-2018)

- Established and scaled an HR, employee relations, and recruitment consultancy in Sydney.
- Board Member – Managing Director capacity with five non-executive directors located in Victoria, McCormack Recruitment Pty Ltd (four years until I resigned as MD and started up McCormack Employment Services)
- Delivered advisory and workforce solutions to clients across education, disability, and commercial sectors.
- Led strategic, operational, and financial management of the business.
- Managed a team of 8 FTE and 40–50 temporary employees working on client sites.

- Developed ISO 9001-aligned policies and procedures covering HR, payroll, WHS, compliance, and governance.
- Provided HR advisory, coaching, and organisational support to schools, disability providers, and commercial clients.
- Implemented cloud-based systems to improve service delivery and business efficiency.

Early Career Roles

Include Regional Manager NSW and State Manager SA at Adecco (formerly AdiaCentacom), supervisory then management roles with John Martin Retailers/David Jones, and South Australian Account Manager with Schwarzkopf.

QUALIFICATIONS & CERTIFICATIONS

- TAE40122 Certificate IV in Training and Assessment, AIM (2026).
- Emerging Executive, South Australian Public Service (2025).
- Master of Public Administration (Policy), Flinders University (2021).
- Graduate Diploma of Psychology, Charles Sturt University (2013).
- Bachelor of Management (HRM), University of South Australia (1997).
- Graduate Certificate in Total Quality Management, University of Wollongong (1996).
- Certified Practitioner: SII, CPI, MBTI, and RPL Assessor.

TECHNICAL SYSTEMS & TOOLS

Microsoft 365, SharePoint, MS Project, Dynamics 365, Objective, Diligent, Power BI, Word, Excel, PowerPoint, OneNote, Canva, Microsoft Teams, SurveyMonkey, Mailchimp, SPSS, Bullhorn (ATS/CRM), Salesforce (CRM), Xero, MYOB, and Gantt chart reporting tools.

VOLUNTARY ROLES

Board Member – HR & business development specialisations - McDonald College, Sydney (2002-2005)

Job Search Trainer/Coach - Adult Migrant English Program (AMEP), Sydney (2010-2015)

Donor – Diabetes Research, Australia (1996-)

Door Knock Appeal – Salvation Army, Sydney (1992-1995)

Fundraising – Cancer Foundation, Sydney (including 7Bridges Walk for Cancer & City to Surf 2010-2017)

PROFESSIONAL & PERSONAL PHILOSOPHY

*"I believe true leadership must be grounded in **integrity** — the courage to act transparently, honour your commitments, and genuinely mean what you say. Leadership is also an act of **servantship**: placing the growth, wellbeing and success of others at the centre of how you lead. These qualities are more than personal values; they are strategic imperatives that shape culture, build trust and engagement, and anchor organisational credibility."*