

## Annette Verschuren



Annette is one of Canada's top Women Leaders, Officer of the Order of Canada, past CEO of Home Depot Canada and Asia, current Head of NRStor Inc. and recently appointed Chairman of the board MaRs Discovery District. Her book, *Bet on Me: Leading and Succeeding in Business and Life*, describes her journey to becoming a successful leader and is described as a "must-read for anyone who wants some of the secrets to living a fuller life."

I was so excited to have Annette Verschuren join our list of speakers. Her book, *Bet on Me*, covers her journey from a small farm in Cape Breton to the top job at Home Depot Canada, Asia and beyond. It is full of awesome teaching moments and common sense advice, and is one of the best books that I have read in a long time. My copy is so marked up due to the enormous amount of "takeaways" that it's almost illegible.

### Key Takeaways

**Know your Baseline:** Know and remember where you come from, understand yourself and your values and stick to them

**Put yourself on the Line:** Many talented women have stalled their progress over fear of failure or making poor decisions

**Cultivate a Brazen Attitude:** To capitalize on opportunity, you don't need to be the smartest, most experienced or best educated person in the room

**Mediocre Strategy, Brilliant Execution:** The main thing preventing women from reaching their goals is procrastination, often in the form of hunting for a brilliant plan

**Get Comfortable in your own Skin:** Tell your story and own your brand.  
Your Network is your Net Worth: The approach to networking is very simple: give, give, ask.

**A Word for Women and Girls:** Cultivate your emotional intelligence and take on stretch assignments that push outside your comfort zone.

## Testimonials

*“Thank you for inviting me to your Women’s Thought Leadership Event last night. Annette’s talk was so inspiring and I was so excited to win a copy of her book. I can’t wait to read it. Also, it was great to see so many CIBC colleagues at the event. I know it is important to you to give to others and you can tell. The event was great; you and your team did an excellent job.” - S.S.*

*“I wanted to say thank you for inviting me to the event yesterday. I had a lovely time. The talk was inspirational and I can’t wait to read the book! I really enjoyed meeting some of the other women and dinner afterwards was a great wrap up to the night. I would love to attend more of your events in the future.” - D.G.*

*“I would just like to thank you again for inviting me to your event last night! I had such an incredible time meeting all the kind and smart women. I look forward to more of your events, you truly are an inspiration.”  
- Z.R.*