

# Invest Ottawa DMS Future Proof

## Success Story: Light Your Leadership Inc.

### The Story

Light Your Leadership Inc. is a top leadership consulting firm in Ottawa on a mission to help managers and executives connect with their inner leader to engage and inspire their employees. Founder Lisa Anna Palmer launched the business after leaving a 25-year-long career in human resources and talent management in the public and private sectors. During that time, she witnessed how hard it was for individual employees to transition into leadership roles and committed to helping others make that shift. Now, in her practice at Light Your Leadership, Lisa Anna offers coaching, training, and workshops to organizations across Canada.

### The Obstacle

When Lisa Anna launched Light Your Leadership, she conducted all of her coaching, training and consulting with her clients in person. However, when the COVID-19 pandemic hit, she was forced to rethink her service delivery model to bring the business online. Her website and other online platforms were not prepared to support online services or marketing. To help her identify and implement key changes, Lisa Anna joined the Digital Main Street program.



### The Solution

The Transformation Team helped Lisa Anna reinvent her website and social media presence while teaching her new ways of engaging her client base. The team began by renovating her website with a new, professional logo and layout, and incorporated her informative content into a well-functioning, user-friendly platform. With the help of a personal business coach, Lisa Anna identified a niche market opportunity with construction and engineering-sector clients - a demographic she is particularly well-versed to serve. Through their work, the team transformed Lisa Anna's online platforms into consistent, cohesive and integrated channels able to reach and engage a wider audience.

# The Update and the Future

Light Your Leadership has transformed into an agile enterprise that Lisa Anna expects will expand in the near future. Now that her website is prepared to support her business delivery, she has set her sights on gaining clients from around the world. She has also observed a noticeable increase in new clients from the added website traffic and plans to expand her team by hiring employees to deliver her services.



## Testimonial

“The Transformation Team was absolutely fantastic,” says Lisa Anna of her experience with the Future Proof program. “I went from having lost business due to COVID-19 to being busier than ever. I’m looking forward to 2021 to see my progress.”

## Get Connected!



**Lisa Anna Palmer**

Founder, Light Your Leadership Inc.

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