

# Splash

An introvert's guide to being seen, heard and remembered

By Carole Cameron

## Backgrounder

### About Splash

- Written by an introvert, with the input of other introverts, for introverts (Most other books about branding yourself are written by extroverted people)
- Insightful quotes into an introvert's life - *"I often feel as if I am swimming upstream,"* or *"Sometimes it feels like everyone but me is engaged in a fascinating conversation."*
- Introverts sometimes feel as if they are "invisible"
- It is not unusual for introverts to have the right answer, or the perfect solution, or a great idea, but getting it out there for others to see is another story
- A charming and endearing quality of introverts is that they don't "give it all away" at once – getting to know an introvert is like peeling back the layers of an onion, or like digging for hidden treasure
- The more you peel, the more you dig, the more you discover; and the more wonderful they can become
- Assumes the reader already knows they are an introvert – they don't need a test (but a humorous one is included anyway)
- It takes an individual focus: guiding the introvert through purposeful reflection on what they really want their life experience to look like, what gets in the way, and offers practical tools and strategies that have worked well for other "real-life" introverts
- It's about forming new habits that create the life experiences that they want while remaining true to their authentic self.
- Splash is about introverts taking control of their life, making choices and behaving in a way that works in order to get more of what they want
- Splash uses the tool Personality Dimensions to identify four different varieties of introverts along with their own challenges and potential solutions.
- Splash provides an introvert with five strategies to be seen, heard and remembered that will help them:
  - Showcase their strengths
  - make memorable connections
  - create desirable first impressions,
  - manage energy, and
  - make the *big* changes in their lives

### About the Author – Carole Cameron

- Has a Bachelor of Arts degree with a major in Psychology from York University
- Certified Human Resource Professional
- Certified Training Generalist

- Qualified in True Colors® in 2001
- Qualified in Myers Briggs (MBTI®) in 2002
- Qualified in Personality Dimensions in 2004
- Spent 10 years of her corporate career with Nestlé Canada, in Human Resource Management, Training and Development and Performance Consulting
- President of Creative Performance Solutions, a company which specializes in providing customized training design and facilitation, focused in the areas of management effectiveness and team building
- Carole's clients include:
  - **Air Canada, Aecon, Frito-Lay, Jewish Vocational Services (JVS), Kelsey's Restaurants, Nestle Canada, U.S. Steele (formerly Stelco).**

**Author's professional associations and affiliations**

- Ontario Association for the Application of Personality Type (OAAPT) - Director 2002-2008
- Canadian Society for Training and Development (CSTD) Member
- Company of Women (Business Association) Member

## Full Bio – Carole Cameron



Carole Cameron (INTJ) is the Director and owner of CPC Consultants. She designs and delivers customized programs in leadership, teambuilding, change management, presentation skills and career transition.

Carole holds a Bachelor of Arts degree with a major in Psychology from York University, is a Certified Human Resource Professional, and a Certified Training Generalist. She received her qualifications in True Colours® in 2001, and the MBTI®

(Myers Briggs) in 2002. She has integrated personality type theory into her programs as a powerful tool of self-discovery, and personal and professional effectiveness.

Having spent 10 years with Nestlé Canada in Human Resource Management, Training and Development, and Performance Consulting, she became Nestlé's national trainer. This provided her with extensive experience working with sales, marketing, management, and support groups across Canada.

She has worked with industry leaders for over 20 years in Human Resource Management, and Training and Development. Her workshops are known for being client-based, practical, interactive and positive. Carole continues to incorporate into her programs the belief that people learn best by doing, (and a little fun never hurts either!).

As an accomplished speaker, trainer and type specialist, Carol equips and enables organizations, individuals and teams to maximize personal and professional effectiveness to reach strategic goals.

Presently, Carole is the President of Creative Performance Solutions, a company which specializes in providing customized training design and facilitation, focused in the areas of management effectiveness and team building, and is the author of the forthcoming book, *SPLASH! An Introvert's Guide to Being Seen, Heard and Remembered*.

### Find further information at...

- [www.make-a-splash.ca](http://www.make-a-splash.ca)
- [www.twitter.com/SplashBook](http://www.twitter.com/SplashBook)
- <http://www.facebook.com/home.php?#!/pages/Splash-An-introverts-guide-to-being-seen-heard-and-remembered/167392752878>

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