

# Cyndi Walsh

## Senior Consultant, Master Facilitator

Email: [cwalsh@mccourtassociates.com](mailto:cwalsh@mccourtassociates.com) Phone: 203-222-1436

---

*"Cyndi worked hard to understand our business and the market dynamics that our Sales Reps face. In doing so she helped to customize Wilson Learning content in a manner that resonates with our Sales Reps. In excess of 600 people have attended one or more Wilson Learning programs in over our 10-year relationship. She leader trained and certified me to deliver Wilson Learning programs in-house. Over the years she has coached me to refine my skills as a consultant/facilitator. My level of effectiveness in communicating Wilson Learning concepts /methodology (and subsequently improving our organization's sales results) has significantly improved as a result of Cyndi's guidance and encouragement. Utilizing the consultative process herself."*

Jon Laing  
Director of Professional Sales  
Development  
ASSA ABLOY Door Security Solutions

---

*"Cyndi Walsh helped our company; Clean Harbors Environmental Services by enabling a common language and process for sales, service and operations staff. Through integrated training and coaching we saw \$4.2M in major account sales"*

---

McCourt Associate Cyndi Walsh is an integral part of our winning team who consistently ranks at the top of Wilson Learning's agency network. Cyndi has experience in coaching and delivering skill building programs both in person and online. As a business consultant, facilitator, and coach her experience spans the US, Canada, Europe, South America and Mexico. She works across multiple industries, including medical device, insurance, manufacturing and environmental services to name a few.

Many of her clients are growing through merger and acquisition and looking to build a high performing culture where results can be measured.

- A recent and notable success used a mutually developed systems-approach with manager's learning and coaching foundational skills. In the end this environmental services client documented a 53% increase in revenue, or \$ 2.7 million, attributable to a negotiating skills intervention, supported by strong sales management coaching.

She is at her best working with managers and leaders to co-create learning systems that identify, share and measure best practices to support a business strategy.

- Case in point, a highly successful and well-known distributor of electronic needed to increase the productivity of their sell-through channel in an ever-increasing competitive marketplace. We co-created a solution by certifying their trainers to integrate Counselor skills into their product launches. In the end success was measured in heart-share, mind share, and incremental business gained.

Cyndi's experience with counseling and her grounding in typology makes her a much sought-after facilitator and coach for Wilson Learning's flagship programs like Building Relationship Versatility: Social Styles at Work, Versatile Salesperson, Counselor Salesperson and coaching programs. She has also led design efforts to customize video, case studies and tailoring materials to meet specific client design requirements.

As a master trainer she certifies learning professionals and managers to deliver/coach skill building reinforcement programs. With M.A. in Counseling Psychology, Advanced Certificates in Organizational Development, Coaching and Learning Transfer she has developed a unique facilitation & consulting practice. Her research and advance studies on peer and manager coaching, performance review and the feedback process has equipped her to deliver a results-driven learning journey that is foundational to her client's success.

# Cyndi Walsh

Senior Consultant, Master Facilitator

## Areas of Expertise

- Performance Development Systems
- Gap Analysis
- Facilitation
- Sales Channel Development
- Understanding Social Styles Typology
- Presentation skills
- Sales Development
- Coaching Skills
- Team Development

## Industry Experience

- Environmental Services
- Financial Services
- Insurance
- Medical Device
- Medical Device / Healthcare
- High Tech
- Manufacturing

## Education

- Bowling Green University, B.S. Education & Instructional Design
- Fairfield University, M.A. Counseling Psychology
- Advanced Certificate Organizational Development

- 



# Cyndi Walsh

## Senior Consultant, Master Facilitator

### Partial List of Clients

*"Cyndi Walsh introduced me to the concepts of social styles and versatility in a Wilson Learning class many years ago (over 20 I have been to many training classes over the years. I continue to apply the knowledge in both my professional and personal life. Because I of the impact I saw this make on me and others, I became certified to deliver the program in-house to over 200 people at The Perrier Group of America" now known as Nestle Waters". Since then I have brought Versatility skill building to other companies and colleagues.*

*If you only introduce one program into your organization, make this the one. And, I highly recommend having Cyndi facilitate this valuable skill building for your organization."*

*Lynn Padell, Director of Marketing, Better Packages*

- ABB
- ASSA ABLOY
- A&D Environmental
- American Express
- Alexion
- BASF
- Better Packages
- BDO
- Clean Harbors Environmental
- Corporate Compensation Plans, Inc.
- Dialogic
- Eagle Environmental
- Edwards Lifesciences
- FM Global
- Koh Young America
- The Hartford
- Hitachi
- Insc0
- IPG
- Intel
- Key Bank
- Medeco
- Prudential Financial
- Phoenix Wealth Management
- Panasonic Consumer Electronics
- Panasonic Energy Corporation of America
- Panasonic Factory Solutions
- Panasonic Lighting
- Perrier Group of America
- Peoples Bank
- Sharp Consumer Electronics
- SWS Environmental
- Safety-Kleen
- Sterigenics, Stora Health Company
- Thermo Fisher Scientific
- Tradebe Environmental
- Universal Lighting Technologies, INC.
- Ulticom
- Wusthoeft Trident
- Walters, Inc.

