

# Sherrri Petro



## Keynote Speaker

### SPEAKING TOPICS

**WORK WITH ME!  
COMMUNICATING ACROSS GENERATIONS**

**ARE YOU PREPARED FOR THE  
GENERATION LEADERSHIP SHIFT?**  
Understanding Tomorrow's Leadership  
Landscape Today

**LEVERAGING GENERATIONAL  
KNOWLEDGE TO ACCELERATE  
MARKETING AND SALES SUCCESS**

**INTERPRETING THE SIGNS**  
What's Your Strategy For The Next Workplace  
Revolution?

**WOMEN AND LEADERSHIP: WHAT'S  
NEXT?**

**HOPE, PRINCE CHARMING, AND OTHER  
LEADERSHIP LESSONS**

**ME MANAGEMENT**

**STRATEGIC SLIPS: LESSONS FROM THE  
TRENCHES**

**WHY AREN'T WE GETTING ALONG?**  
Lessons Learned In Organization Development  
Interviews

## BOOK SHERRI NOW

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## ENGAGING. ENCOURAGING. EXPERIENCED.

These three words describe Sherrri's consistent delivery and attributes. A crusader masked as a management consultant, Sherrri has stories, statistics, and style that drive the content home. She is an edu-trainer. Whether it be an annual conference, work event, team meeting or unique occasion, Sherrri is available to present on several hot topics.

Are you asking the right questions to gain insight? Are you starting with the positive and generating ideas, or creating defensiveness with the more popular "just fix it" mentality? If you are seeking a relevant and different perspective you need to see from a different vantage point. Solutions are clearer from unusual and creative places. And sometimes you need a guide to get there. Meet Sherrri Petro, positive provocateur, who has a distinctively different way of looking at the world. Years of experience has taught her that we are missing some fun-da-mental and critical elements as we seek success.

Sherrri is a highly sought-after keynote speaker and trainer. Whether offering humor-filled presentations or working through tough organizational issues, Sherrri leverages story-telling and common sense to help participants see possibilities. An analyst at heart, Sherrri can cut to the chase and illuminate the core issues.



**VPI STRATEGIES**  
MANAGEMENT CONSULTING SPECIALISTS

# Sherri Petro



## MULTIPLE GENERATION WORKPLACE EXPERT

Sherri's research on multiple generation workplace is an example of her dynamic approach to working through organizational issues. She knows we have the keys to the kingdom within our organizations. We're not looking for answers where they can be found. By leveraging her experience, expertise and education, Sherri can:

- Illuminate multiple possibilities
- Identify roadblocks and
- Assist individuals and organizations in innovatively achieving desired results

## VPI STRATEGIES IS THE NEXT GENERATION SPECIALTY CONSULTING FIRM

Sherri Petro is the President and Chief Strategy Officer of VPI Strategies where she unifies people, process and technology to create sustainable organizations. She has been practicing strategy and organizational development in her strengths-based management consulting firm since 2000.

- Sherri is an expert facilitator and presenter with hundreds of presentations / workshops / seminars to her credit.
- Sherri has published over eighty articles and blogs on strategy, marketing, and coaching in which she simplifies complex concepts for busy professionals.
- Sherri's presentations are fueled by her passion, work as a consultant and executive coach, working one-on-one with CEO's, business owners and executive directors.

Sherri's mission is to create understanding and make connections in quest for results. Her good humor serves her well as she works through serious organizational issues to achieve results.

Sherri's diverse 20+ year career includes stops in customer service, operations, administration, sales, marketing and strategic planning. Sherri has worked as an interpreneur, and entrepreneur and a facilitator and consultant in many industries. Clients range from nonprofits to for-profits, from medical device manufacturers to virtual learning organizations, from small business to division of Fortune 500 companies.

Sherri complements her work by teaching the next generation of global business leaders through California Miramar University, teaching students in North America, Asia Pac and Africa. Selected as Distinguished Teacher of the Year in 2010.

Sherri earned a Master in Business Administration with an emphasis on Strategic Planning from Pepperdine University. She graduated with a Bachelor of Arts degree in Psychology from Youngstown State University, magna cum laude.

## Testimonials

**"I have known Sherri for over ten years and have hired her for her talents in presenting, facilitation and coaching in several organizations.** All her work is customized. When we plan projects or coach, she is responsive, intuitive and thought provoking. It shows when she delivers a thoughtful service, right on the money."

-Scott A. Suckow, Executive Director  
International Bipolar Foundation

"Sherri was asked back for Accounting Day 2012 because **she had the single most attendees in recent years and garnered the highest satisfaction rating at Accounting Day 2008.**"

-Jim Colville, Accounting Day Chair

"Reliable and precise on her delivery - Sherri's innovative ideas, expertise, skills and understanding of internal dependencies and the challenges of the utility market made projects a dream to work on with her. As a facilitator, **she is genuine, engaging and flexible**, while creating a non-judgmental and objective environment that guarantees client success. If you want positive, sustainable results, Sherri is the right person for the job!"

-Shannon Fricilone, Program Manager and fellow OD Professional at SDG&E

"Sherri has been an absolute joy to partner with! **She is an outstanding facilitator and knowledgeable in many subjects.** She is always prepared and brings real-life experiences to the classroom to make the learning real and applicable for the participants. Her background in organizational development and strategic management has brought the courses we offer to a whole new level!"

-Melissa Steeg, Human Resources Organizational Development & Learning San Diego Unified Port District

"Sherri is one of the most knowledgeable and competent business coaches I have known. She focuses on RESULTS, not just talk. **I highly recommend you consider her if you want to take your business to the next level.**"

-Barb Hill Behar, Master Coordinator & Distributor of Shaklee Products #1 Natural Nutrition and Green Company in the US

**"I never hesitate to refer Sherri to clients or colleagues because I know they'll always be impressed.** Her keen business insight and her ability to understand and explain the multi-generational workforce allow her to be a true asset when helping organizations thrive and grow."

-Jeff Toister, CPLP, PHR, Author of "Service Failure"