



Profile

Hugh Lawson is a purpose-driven, people-centric leader, who captivates his audiences through his career experience, professional journey, passion, authenticity, and timely humour.

He will play a pivotal role by leading training sessions through engaging communication with participants and effective coaching; leveraging tested, proven and data-driven methodologies to ensure inclusive, abundant learning environments.

Profile Summary

Hugh has 25+ years of experience working for large global organizations with footprints in the United States, Canada, South America, Europe, MENA and Asia. He has been a member of Senior Leadership teams that oversee organizational strategic plans, company governance and growth objectives. He has led strategic teams for global new business prospecting, competitive intelligence, future-trends identification, and business enhancement initiatives.

- Connect with Hugh on LinkedIn: <https://www.linkedin.com/in/hughalawson/>
- Coach/Speaker Highlight Reel: <https://www.youtube.com/watch?v=pwmFTBI6H4Q&t=1s>.
- SpeakerHub Profile & Client Testimonials: <https://speakerhub.com/speaker/hugh-lawson>

EDUCATION, PROFESSIONAL DESIGNATIONS AND CERTIFICATIONS

Bachelor Of Arts, Communication Studies - Wilfrid Laurier University/ Waterloo, Canada

Licenses And Certifications:

- Impact Philanthropy Advisory (IPA) Certification Program – Daylight Advisors - 2025
- EQ-i 2.0 + EQ 360 Certification Program - Multi-Health Systems Inc. (MHS) - 2025
- Executive Board Readiness Program - Ted Rogers School of Mgmt. Executive and Corporate Education - 2024
- Media training - The Art of the Great Media Interview – 2023
- Fundamentals Of Successful Project Management – SkillPath - 2021
- Strategic Selling - Miller Heiman Group - 2019
- Leadership And Self Deception - The Arbinger Institute - 2016
- The Challenger Sales - CEB, now Gartner - 2014
- The 4 Disciplines Of Execution – Franklin Covey – 2012
- The Leadership Challenge Model - Kouzes and Posner - 2010

AREAS OF SPECIALIZATION

Leadership Advisory:

- Purpose-Driven Leadership
- Business Development/ Revenue Growth Strategy
- Organizational Cultural Change-Management
- Strategic Account Management & Development
- Effective Presentation, Pitch & Proposal Strategies

Coaching And Instruction:

- Resilient Leadership Leveraging The Five Core Components Of Emotional Intelligence
- Performance Mindset
- Thriving Under Stress
- Taking Your Career To The Next Level: Your Personal Brand
- Productivity And Prioritization Coaching
- Collaboration Coaching
- Thriving At Work: Mindset & Wellbeing Coaching