

MADO REID

In the course of her career, Mado Reid has touched upon several areas, including publishing, training, public relations, communications consulting, tourism and the James Bay Indian-Inuit Negotiations. During this latter period, in 1974–1975, as assistant coordinator, she coordinated and supervised the production of the James Bay Agreement (over 800 pages in English and French involving more than 200 negotiators).

Publications Management

Two years later, while working for the Institute for Research on Public Policy, she was in turn senior book editor (English and French publications), manager of French publications, English-French editor of the monthly newsletter and French editor of *Policy Options Politiques*, a bimonthly bilingual magazine. She was also in charge of marketing materials and media relations.

Mado Reid left the Institute in 1984. In cooperation with another publications management consultant, she put together and trained the French editorial team responsible for the editing and production of 72 volumes (325 studies) of research material commissioned by the Royal Commission on the Economic Union and Development Prospects for Canada (the Macdonald Commission).

In 1986, she joined in partnership with consultants from Ottawa and La Petite-Nation (Québec) to create QUIO, a company specializing in communications, training and publications management.

Consulting

In the spring and fall of 1988, she acted as consultant to the Canada Post Corporation on the design and implementation of a corporate manual system; as well, she supervised the editing and production of the first volume of procedures in that system (1703 pages in English and French).

In 1991–1992, she acted as consultant to the Chamber of Commerce of Metropolitan Montreal and oversaw production and design of both English and French versions of *Action Montréal – Investor's Guide to Montréal*, a 64-page guide aimed at Canadian and foreign business people interested in investing in the city.

In the spring of 1991, the Royal Commission on Electoral Reform and Party Financing (the Lortie Commission) retained her services to steer them through the publication of 110 research studies. She developed control systems, trained team members and supervised production of the 23 French volumes; she inherited management of the project at the end of April 1992.

Clients

Clients include Liquid Air, Nestlé Waters M.T., Perrier, the City of Montreal Police Service, the Canada Museums Construction Corporation Inc., Kellogg Canada, Meloche Monnex Inc., Sweet's Catalogue Services, Bilco Canada, and Rousseau, Sauvé, Warren and associates Inc., consulting engineers.

Qualifications

Mado Reid has certificates in both English and French translation from McGill University, and attended the Publishing Lab at Sarah Lawrence College in Bronxville, New York, in 1979. She completed the Train-the-Trainer certificate program offered by NTL (National Training Laboratories) based in Alexandria, VA, in the mid-nineties. Since 2006, she has trained extensively in gestalt and is the first facilitator certified in the Self • Soul • Spirit model.

Workshops and facilitation

While still living in Quebec, she helped set up programs and facilitated a number of meetings for clients touching on organizational development and change management. As well, she developed and led workshops on self-leadership, values, life purpose, reinvention, interactive communications, entrepreneurship and intrapreneurship.

In October 1996, Mado and her colleague Mary-Lou van Schaik created a workshop entitled *Self-leadership and Purpose* designed for business owners, corporate executives, managers, and employees wishing to explore and articulate clearly their inner drive and core purpose. A more recently created *Reinvention* workshop helps individuals take stock of their lives, write a purpose statement and start afresh. In 2009, Mado developed a workshop called *Women on the Cusp*, designed for women at a crossroads who wish to find deeper meaning, create a vision, and set a course for their lives.

In 2013, she launched the Joy workshops, spurred on by participants who figured they had done enough work on themselves and wanted something lighter. Follow your joy and life will be good. And so she is embarking on a

new venture, the goal being to help people explore, find, and define their joy.

IABC and other organizations

Mado Reid was active in the Board of Trade of Metropolitan Montreal as member of the Business Women's Action Committee for a number of years. She was a founding member of the International Association of Business Communicators' (IABC) Montreal multicultural committee and was vice-president, finance, of the Montreal chapter from 1994 to 1996. Mado presided IABC's Excel Award committee at the international level in 1990 and chaired the program advisory committee for the international IABC conferences held in New Orleans in 1998 and Washington, D.C., in 1999. Along with being a board member of the Intercultural Institute of Montreal from 1990 to 1993, she sat on the board of the Caisse populaire Desjardins de l'Île-des-Sœurs (a credit union) from 1994 to 2000.

Awards

The Board of Trade of Metropolitan Montreal awarded Mado Reid its Québec Leadership prize in 1992; and in 1998 she received IABC's Tribute Award for her pioneering role in Montreal's communications community.

Center for Creative Choice

Mado moved to Prescott, Arizona, in 2001. She continued her work in communications until 2004, when her long-time editor and friend Kathryn Randle died. Moving fully into the personal development work she had pursued on a part-time basis, she joined life and business partner Roger Strachan in codirecting Center for Creative Choice. Together they have crafted and fine-tuned the Self•Soul•Spirit model (see centerforcreativechoice.com), a no blame, no pathology model based on the genetic predispositions with which we come into the world.

QUIO – Moving from Chaos to Clarity

In 2011, missing the communications and organizational components of her former life, Mado Reid decided to reactivate QUIO and give it a new mandate: to nurture people, ideas and spaces. In so doing, she is helping business owners, corporate executives and managers, and employees, along with individuals and couples move from chaos to clarity, be it at the life, planning or organizing levels. Mado's visual, organic process fully focuses on best serving the unique needs of every person and business she works with.