

Celebrating

WOW Communications & Training

Writer: Fay Braden

If anyone understands that adapting is the way to succeed, it's Lynda Kavanagh.

She was in her mid-thirties, a mother of two when she realized she needed to make some life and career decisions. Fast forward to the creation of WOW Communications & Training where she is the CEO and #1Wow Gal. (aka Wildly Outrageous Woman) Providing brand development, marketing and sales advice for over 25 years, Lynda has a proven track-record in both Lethbridge and Calgary.

But she doesn't limit herself to a region – she goes where people need her skills like Whitehorse, Yellowknife, Kamloops, Edmonton, Red Deer, Montana and even into Europe. She has worked with mom and pop shops right up to companies with over \$10 million in gross sales. Her specialty is helping people develop their brand to stabilize or diversify their business. For Lynda, the fun comes when they discover they CAN diversify.

"When you find what the customer needs and the light comes on; when you see the relief they feel; it's very satisfying."

Some free Lynda advice, "adapt to the world, adapt to the customer." And that is what Lynda has always done with her company and why she feels the demand for her services have stayed strong for over 25 years.

It's really about Brand Development and this is her strong suit. She will cut to the chase and coach you with straight talk. Then, she'll help you create a strategy for success. It's no wonder her business webinars and workshops are so popular.

Is her life all work and no play? For over 30 years, Lynda and her husband D'Arcy have been avid travellers and spend about three months a year cycling and touring around the world. In 2000, they started a company called WOW Tours International, a travel guiding and consulting business. In 2018, they noticed that consumers are demanding more travel help but online, so Lynda and D'Arcy adapted to presenting Bucket List Webinars.

Most people have a travel destination on their bucket list. Barcelona. Paris. Mediterranean. Scotland. Instead of spending hours on the internet researching a trip, the Bucket List Webinars offer video and boots-on-the-ground, first hand experience of what locations have to offer and how best to see them. For the hesitant traveller, these are brilliant.

For her personally, she finds travel teaches empathy, it broadens her horizons and makes her grateful for all she has. For WOW Communications – she's able to garner ideas from around the world, which has been terrific for her business and clients.

Lynda understands what she needs and what makes her happy. Being married to D'Arcy makes her happy. Travelling, having an office with a terrific view of her backyard and flowerbed, family, work she loves to do. All make her happy. Plus shoes. If they are stunning and whispering her name – they will be going home with her and she will be smiling every step of the way.

Add writing books to her list of accomplishments. Her first book is, *Sales Suck, now what?*[®] In the works is, *Be the Unicorn*, it starts with your Brand[®] that will be released next Spring. She's also writing *Abroad Escapes*[®] complied of short, humorous-true life stories and tips on travel safety for women. A book she is well-aware will become a staple for bathroom reading.

The life of an entrepreneur suits Lynda perfectly. If she chooses to work in the evening in front of a cozy fire or out on her patio, she can. If she wants to work 7 days a week, because she loves what she does, she can. She's adapted technology so she can work from anywhere in the world.

Check her out online and you'll find a picture of her as a small child, standing in the palm of her Grandfather's hand. It's a WOW of a picture. And she has continued to embrace the concept of WOW into her business, career and life.

When asked if she has any thoughts about the future, she said, "when I'm in a wheelchair, I'll be wearing red high heels and still be working."

Lynda Kavanagh

Atop a castle in Barcelona, Spain

