



## Colleen Bradley

---

Colleen began her career in the field of financial services specializing in the area of Will & estate and investment planning. While employed at Royal Trust she completed the Canadian Securities Course and obtained her stocker broker's license. In 1990, Colleen brought her knowledge to the not-for-profit sector. She worked on staff for Heart & Stroke Foundation and Easter Seal Society. In 1998, Colleen opened Planned Giving Solutions Inc, a firm that helps organizations create and expand their planned giving programs. Colleen has helped many clients over the years, including hospitals, international aid, arts, disabilities, animal welfare, disease specific charities, environment, higher education, and direct marketing companies.

Colleen is a member of CAGP. She served for a number of years on the Toronto RoundTable Executive. She has been a speaker at numerous CAGP and NSFRE events and has lectured at Ryerson and Georgian Colleges. She is also a member of AFP.

Colleen's passion is people; this has led her on a journey to understand who people are and what motivates them. She has completed the Pearson-Marr archetypal patterning certification in the US which is based on the theories of Jungian psychology. She teaches in-depth workshops on discovering your own archetypal patterns and motivations which in turn help you understand the patterns and motivations of others.