



# Cheryl Haydock

FIRM TITLE - Associate  
ROLE - Client Services  
EXPERIENCE - 30 Years

## SPECIALIZATION

- Broker Advisory Services
- Business Development Strategies
- Program Research & Development
- Program Implementation

## RELEVANT EXPERIENCE

As an associate of The MIHI Group, Cheryl offers experience in the insurance sector as both a broker and corporate underwriter. With a background in multi-office Personal Lines Management, Cheryl has worked extensively at the brokerage executive level. She excels in internal procedure development and its effect on corporate growth, profitability, staff mentoring & goal setting.

## EDUCATION & LICENSING

- Registered Insurance Brokers of Ontario - Licensed Broker
- ChAD (Chambre de l'assurance de dommages) - Accredited Educator

## SPEAKING ENGAGEMENTS & TRAINING SEMINARS

- HRDC - Risk Management Seminar Facilitator
- St. Lawrence College - Small Business Entrepreneur Program

## COMMUNITY DEVELOPMENT & AFFILIATIONS

- Kingston Girls Inc. (formerly Big Sisters) - Board Member
- Kingston Rotary - Inbound Foreign Exchange Student Counsellor
- International Youth Exchange - Volunteer
- Y Knot Marathons - Volunteer
- Sanctioned Swim Ontario Marathons - Volunteer

## CLIENT APPRECIATION

- "Cheryl Haydock brings experience and objectivity to her role as an operational consultant for insurance brokerages. Her ability to work 'on' our business and not 'in' our business gave both managers and employees a fresh perspective on the increased efficiency arrived from MIHI's CLIPS and PLT Programs." - *Brokerage President*
- "The feedback from our staff has been universally positive... The increase in productivity seems to be immediate as we have observed that the number of past due obeyances has decreased and the number of items have increased... The impact on morale was very positive." - *Brokerage COO*