

BRUCE JOHNSTONE



Bruce's career has included roles in accounting, financial management, systems implementation and restructuring in large, publicly traded international companies, privately held Canadian firms and small entrepreneurial enterprises. His work as a trainer and mentor has also included writing manuals, developing and conducting training courses as well as writing a weekly business column in a large regional newspaper.

COACHING SUCCESS STORIES

Accounting Control and Financial Reporting – Bruce coached a client's accountant on a method of cash management providing daily control information that enabled the company to get out of "special loans" with the company's bank. The client has continued in business for over six years despite having a number of ongoing challenges.

Implemented ERP System – Bruce coached a staff of twelve involved with the implementation of an ERP system. Most had very limited knowledge of computers and were not familiar with any system with the level of sophistication that this system has.

Commercial Loans – Bruce coached several credit union credit managers on how to evaluate commercial loan applications and monitor the operations of those that became clients. This guidance included discussions of ways to avoid many of the pitfalls they might encounter.

Industry Experience

- Manufacturing
- Retail
- Financial Services

Functional Experience

- Accounting and Financial Management
- Systems Implementation
- Restructuring