

Cottle's Professional Consulting

Portfolio of Services 2007



Cottle's Professional Consulting
is a Registered Business in Ontario, Canada (2003)
and in the
Republic of Trinidad & Tobago (2006)

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About CPC

Mission Statement

Cottle's Professional Consulting strives to provide quality professional services that upholds the integrity of our company and takes into account the needs of our clients.

Company Description

Cottle's Professional Consulting was established in Toronto, Canada in 2004 by Dr. Cheryl V. Cottle, Ed.D. In 2006 Dr. Cottle established a branch in Trinidad and Tobago. However, the services provided by the company are available internationally. **Cottle's Professional Consulting** provides professional, educational, technology and organizational development services to individuals and organizations.

Our services extend to a number of fields including, human resources, computer technology, e-commerce, web site development, multimedia production, marketing, organizational development, proposal writing, project management, curriculum writing, research, image development, and academic counselling. We have a firm belief in the growth and development of individuals, and our expertise is utilized to aid our clients in the realization of their potential.

Benefits to Our Services

Our services are ideal for individuals, businesses and organizations that want to develop their portfolio and enhance their profitability. It also provides individuals with an opportunity to stay current in their field, prepare them for a job, and find solutions to their employment needs.

Cottle's Professional Consulting offers individuals training on image development and professional marketing, with particular emphasis on an individualized job search plan. The services we provide will help you to become better prepared to enter the workplace and to become more marketable. We are dedicated to developing your highest level of professionalism to capture opportunities in the market place when they avail themselves.

Small and medium size businesses can benefit from our services by taking advantage of our expertise in a variety of areas. In addition, we also offer various workshops and seminars that are geared towards business development. Business owners can learn how to incorporate technology into their business operation, train employees, and develop effective marketing and management strategies. Our well designed on-line business forum also provides an opportunity for our clients to gain on-line visibility.

Larger businesses and organizations including government agencies, educational institutions, community based organizations and corporations, can also benefit from our services by exploring the various tools that we have to offer.

About Dr. Cheryl V. Cottle



Dr. Cheryl Cottle, Ed. D
Owner and Chief Consultant

Educational Background

Dr. Cheryl V. Cottle is the founder and chief consultant at **Cottle's Professional Consulting**. Dr. Cottle established **Cottle's Professional Consulting** in Toronto, Canada in 2003 and in Trinidad and Tobago in 2006. Dr. Cottle possesses a unique blend of educational credentials and professional skills that are of benefit to CPC's clients. Her experience spans both North America and the Caribbean. She approaches each project with a fresh approach and a keen eye for details.

Dr. Cheryl V. Cottle holds a Bachelors of Arts Degree in English and Caribbean and African History from the **University of the West Indies**, and a Bachelor of Education (*equivalent*) - Canada. Dr. Cottle also holds a Masters of Science Degree in Instructional Technology (with distinction) from the **New York Institute of Technology**, as well as credits towards a Masters degree in Professional Studies in Human

Relations from the **New York Institute of Technology**. In addition, she has a Doctor of Education degree in Curriculum, Teaching and Learning with a focus in Measurement and Evaluation and Computer Applications from the **University of Toronto**.

Research Experience

Dr. Cottle's doctoral dissertation is titled: ***A Case Study of Three Organizations' Plans to Facilitate the Adoption, Diffusion, and Infusion of Computer Technology in the Workplace.*** In addition her master's thesis focused on the teaching and learning of Word Perfect in a work environment. She has extensive experience in conducting qualitative and quantitative research. Dr. Cottle has done research independently and during her studies worked as a research assistant on a number of projects. Dr. Cottle is currently conducting research on Women Entrepreneurship, and Women and Technology in the Workplace.

Professional Experience

Dr. Cottle has extensive experience as an educator, researcher, IT specialist, strategic planner, professional, business and organizational consultant, curriculum developer, trainer, and conference designer and coordinator. Dr. Cottle's credentials extend to over twenty years of teaching experience at all levels of education. She has taught at the kindergarten, elementary, secondary, and tertiary level. Her teaching experience also encompasses adult literacy, and early childhood education. Dr. Cottle has taught in Trinidad & Tobago, the United States and Canada.

Dr. Cottle obtained her General Certificate Education at O level, in Trinidad and Tobago. After completing high school, she became a teacher with the Trinidad and Tobago, Ministry of Education and Culture. Several years later Dr. Cottle's thirst for knowledge and her desire to advance her career motivated her to travel to Canada where she attended Harbord Collegiate in Toronto and graduated with Grade 12 and 13.

Dr. Cottle received her teacher training certification at Corinth Teachers College, in Trinidad and

About Dr. Cheryl V. Cottle

Tobago. At the Senior Comprehensive level, she has taught English; Technical English. At the Junior Secondary level, Dr. Cottle taught a variety of courses across the curriculum, including English Grammar, English Literature, Social Studies and Physical Education. She has also taught all disciplines at the Elementary level.

Dr. Cottle received her teacher training certification at Corinth Teachers College, in Trinidad and Tobago. At the Senior Comprehensive level, she has taught English; Technical English. At the Junior Secondary level, Dr. Cottle taught a variety of courses across the curriculum, including English Grammar, English Literature, Social Studies and Physical Education. She has also taught all disciplines at the Elementary level.

During her graduate studies at New York Institute of Technology at Old Westbury campus, Dr. Cottle was a teacher's assistant in the area of Psychology, and Contemporary History. She was also a tutor with the Learning Resource Centre, established by the university to assist students with learning difficulty, particularly those with English as a Second Language. In that capacity, Dr. Cottle worked with students from diverse background, including students from Taiwan, Thailand, Japan, Korea, China, Africa, the Caribbean, and the United States of America. During this time, she also worked in the Computer Laboratory as a Lab Associate providing training and assistance to teachers and students who used the computer facility to facilitate the teaching and learning of English.

At the University of Toronto, Dr. Cottle continued her work in the field of education and computer technology. She was a research assistant with the department of Education for many years. In that capacity she conducted research, developed computer-mediated learning environments, developed and marketed on-line conferences, web site development and computer training. As a graduate student Dr. Cottle also worked in the capacity of student body president and was an active executive member of the student union.

Dr. Cottle also worked professionally with the Toronto Board of Education both as a Teacher and as a Curriculum Developer. She has also worked with community-based organizations, whose focus was on adult and child literacy. In addition to these professional portfolios, Dr. Cottle has also provided her independent consulting services to numerous individuals and organizations.

Other Awards and Achievements

- Graduate Academic Award (NYIT) 1991
- An Advanced Graduate Certificate in Computer Education (NYIT, 1992)
- Graduate Academic Award, (NYIT) 1993
- OISE/UT Graduate Student Awards, (1994-1999)
- OISE/UT Commendation Award (1999)
- Professional Development Endowment-Award (OISE/UT, 2000)
- Muriel Fung Student Appreciation Award OISE/UT (In recognition of Outstanding Contributions to the OISE/UT Graduate Student Issues) (2002)

Professional Development

Overview of Services

Cottle's Professional Consulting professional development services are geared towards professionals, individuals, students and organizations. Our comprehensive service is enhanced by Dr. Cheryl Cottle's expertise in the field of Professional Studies in Human Relations and her Doctorate in Education. She also brings to you her extensive experience working with clients in the area of professional and educational consulting.

Professionals: Our individualized services can assist you in developing your professional image. Our comprehensive services will help you to enhance your image and portfolio. We can provide you with the tools needed to increase your professional profile and allow you to become more competitive in your field. We can give you the tools that will help you to highlight your skills and expertise. Learn how to dress for success, and to communicate effectively with your target audience. Our web site services also allow you to integrate the Internet into your professional portfolio. We can design and develop a web site specifically to meet your needs and your target audience. If you cannot host and manage your web site, we can host it at our Business Forum.

Individuals: If you are entering the workforce, making a career change, seeking promotional opportunities or thinking of self improvement our professional development services can also assist you. We provide a number of services and training in various areas. Learn how to improve you image, develop your resume, curriculum vitae, interview skills development, career path planning and much more.

Have you taken several computer courses, but still feel that you haven't gain the competency you need?

You can gain from our in-depth training courses in computers. Our one-on-one instructional strategy, together with our private and confidential teaching environment will help you to develop those skills.

Students: High school to University graduates can benefit from our services by gaining valuable tools to assist them in planning their academic and career objectives. If you are thinking of pursuing a program of studies at the Bachelors, Masters and/or PH.D level, we can also be of service to you.

Organizations and NGO's: Our services also extend to organizations, community-based programs and government agencies whose mandates are to provide professional development services to their clients. We can work with you to design and deliver an effective program to meet the needs of your clientele.

Services Provided

- Computer Training
- College or University Search, Evaluation and Application Assistance
- Career Path Planning
- Resume / Curriculum Vitae
- Image Consulting
- Interviewing Skills
- Communication Skills
- Employment Search
- Workshops and Seminars

Business Development

Overview of Services

Cottle's Professional Consulting designed this service to assist you at all levels of business development. You can benefit from our services by gaining valuable tools to define your business objectives, register your business, develop an effective business plan, and implement your business idea. Our services are geared towards helping you to maximize your resources and achieve the success you desire.

You can also participate in one of our workshops or seminars. These workshops and seminars will lead you through the steps required to design and develop a business plan, along with other valuable tools to build your business. Each of our sessions are small, so you can interact with other entrepreneurs and gain advantageous knowledge through the collaborative learning setting that is created.

Computer technology is also a prime focus of our business development service. We provide you with the know-how on how you can integrate computer technology into the management of your business. Our services include, determining your computer technology needs, determining your training needs and the successful integration of computer technology to facilitate the long-term goals of your business. We also provide you with computer training in the use of various software and productivity tools to help you conduct business on a daily basis.

Cottle's Professional Consulting also offer services in the design and development of promotional materials required to market your business. We can design and develop your business card, flyers, brochures, invitations and other print based materials. Should you require a newsletter, we can also design and produce one that will reflect your product and or services. We also help you to market your product or services by creating and producing, media kits, DVDs and video tapes to promote your product and or services. Our business development services also include proposal writing and professional letters that will win you contacts and gain valuable clients.

Enlarging your business portfolio, and need a web site to give your business internet presence!

Our web site services are available to you should you want to integrate the Internet into your business portfolio. We can design and develop a web site specifically to meet your needs. If you cannot host and manage your web site, we can host it at our **Business Forum**.

Services Provided

- Conduct Research
- Business Plans
- Marketing
- Portfolio Development
- Computer Technology for Business
- Web Site Design and Development
- E-Commerce Solutions
- Web Site Hosting and Management
- Workshops, Seminars and Conferences

Organizational Development

Overview of Services

Cottle's Professional Consulting services in organizational development, is a comprehensive service designed to assist organizations, government agencies, community-based organizations to meet their objectives.

We offer services to help you effectively manage your organization's portfolio. Our services have been strategically designed to assist you at all levels of organizational development. Your organization can benefit from our services by gaining valuable tools to define your objectives and develop an effective plan for accomplishing those objectives.

If you are thinking of introducing computer technology into your organization or are in the process of restructuring your current system, our expertise in the adoption, diffusion, and infusion of computer technology can be of great benefit to you. Our training programs in computer technology will also enhance your staffs' skills and proficiency.

The implementation strategies that we utilize are supported by our many years of experience and the research conducted by Dr. Cheryl Cottle in the field of **Information Technology and Computer Technology Adoption**. Dr. Cottle's research and expertise includes working with organizations within various business sectors and industries; and encompasses organizations in North America and the Caribbean.

Cottle's Professional Consulting also offers organizations comprehensive training in a number of areas, including; Leadership Skills Development, Strategic Planning, Decision Making, Diversity, and Project Management. Managers, directors and other personnel can gain valuable skills and knowledge that can enhance the performance of your organization. Training can be customized to meet the needs of your organization. Individual and group sessions are facilitated.

Are you interested in introducing a new program to your organization's mandate and want someone to conduct research to facilitate the change?

Our expertise in research, needs assessment, and program design and development will help you to realize this goal.

Do you need a proposal for funding?

Our experts will design and develop a winning proposal to help you meet your objectives.

Does your organization have a web site that lack visitor traffic or enquiries?

A web site can be the doorway into your organization. A cobwebbed web site is unattractive, and is an inefficient use of your resources. Our web site design and management services are designed to aid organizations with meeting their on-line target audience.

Services Provided

- Research
- Design and Conduct Needs Assessment
- Program Design and Development
- Proposal Writing
- Training
- Computer Training and Services
- Web Site Design, Development and Management
- Marketing

Computer Technology

Overview of Services

Cottle's Professional Consulting can provide you with expert advice regarding the computerization of your home or business. If you are thinking of buying a computer and you are not sure what to buy, we can conduct a computer technology needs assessment to determine your computer technology needs and facilitate the successful implementation of the technology.

If you have a business, small or large, we can assist you with your IT and e-commerce solutions. We can design, develop, host and maintain your e-commerce web site. **Cottle's Professional Consulting** can also assist you to enhance your existing web site and improve your on-line visibility, traffic and profitability.

We also offer comprehensive training programs in a variety of areas. You can access our basic, intermediate and advanced courses in Microsoft Word, Excel and Power Point. We also offer courses on how to operate Windows XP, E-mail, and Internet. Our computer technology service is also extended to facilitate your child's computer aided learning. Individualized or group training sessions are available.



Services Provided

- Conduct Needs Assessment
- IT Services
- Training in Windows XP, E-mail, Internet, Word Processing, Excel, and Power Point.
- Graphic Designs
- Web Site Design and Development
- Web Hosting and Maintenance
- E-commerce Solutions
- Workshops and Seminars

Computer Training

Overview of Services

Cottle's Professional Consulting offers comprehensive, individualized computer training programs for your business, professional and educational development. Individuals, business owners or administrators can enhance their skills and knowledge in a number of areas. Dr. Cheryl V. Cottle is an expert trainer with extensive knowledge and skills in computer technology and training.

Dr. Cottle holds a Masters of Science Degree in Instructional Technology and a Doctor of Education degree in Curriculum, Teaching and Learning with a focus in Measurement and Evaluation and Computer Applications. She has developed numerous training programs and has extensive background in the design, development, and implementation of training programs. Dr. Cottle combines her knowledge and skills to provide clients with a quality training program that will enhance their knowledge and skills in the area of computer technology.

Our computer training programs are available to individuals, businesses and organizations. Our training programs focus on the use and application of computer technology in business, office management and multimedia presentations. Clients can gain a great deal of knowledge from our in-depth computer training programs and other workshops and seminars. Sessions can be facilitated at your office or place of business. Courses are available at basic, intermediate and advance level.

Courses Provided

- Introduction to Computers
- Microsoft Word
- Microsoft Excel
- Microsoft Power Point
- Windows XP
- E-mail
- Internet

Educational Development

Overview of Services

Cottle's Professional Consulting services in the field of education are supported by Dr. Cheryl Cottle's expertise, credentials as a doctor in education and her over twenty five years experience as an educator, curriculum developer and facilitator in diverse learning environments.

Our comprehensive service is designed to assist you with your educational development needs. School administrators seeking to develop their curriculum and other educational programs can benefit from our expert consultancy services. Through our consultancy you can gain valuable tools to assist you in planning your educational objectives.

We can work with you if you are on the path of restructuring your curriculum. School administrators both in the private and public school sectors can gain expert advice in areas such as curriculum development and computers in education. School restructuring and integrating computer technology into the curriculum are just a few of the many services that **Cottle's Professional Consulting** has to offer.

We have years of experience developing curriculum across the various levels of education. In addition, we also have experience designing and developing alternative curriculum to meet the needs of students with special needs.

Cottle's Professional Consulting can work with you to develop a training program to meet your computer training needs. Our effective instructional strategy, as well as the environment that we create to facilitate teaching and learning will enable you and your staff to develop the competency in computers that you need. You can also develop your knowledge base and skills by participating in one of our workshops or seminars, which focuses on computers in education, using multimedia to facilitate teaching and learning, computer mediated learning environments, along with other valuable teaching and learning tools. Learn how to effectively utilize the various methods and strategies to facilitate teaching and learning of students with diverse learning styles and capabilities.

Are you thinking of showcasing your school's achievements and require a web site?

Our expert web site designers will construct the best possible web site for your educational institution. Our consultant will communicate with you to determine the focus of your web site; who you will like to showcase, the achievements that you will like to highlight, the upcoming events and celebrations. We will consult with you to ensure that you get a web site that reflects your school's philosophy and mission.

Services Provided

- Curriculum Design and Development
- Evaluation of Curriculum
- Integrating Computer Technology in the Curriculum
- Computer Technology in Teaching and Learning
- Computer Mediated Learning Conferencing
- Multimedia Training
- School Restructuring
- Training
- Workshops and Seminars

Research Services

Overview of Services

The research services provided by **Cottle's Professional Consulting** is supported by Dr. Cheryl Cottle's training, academic credentials, and years of experience as a researcher. Dr. Cottle has conducted qualitative and quantitative research and has worked independently and with others in the development of various research projects.

Dr. Cottle is versed in the use of data analysis programs such as NUD*IST, Minitab and SPSS. Her skills as a researcher enhances **Cottle's Professional Consulting** and its ability to access the resources needed to bring any research project to a successful fruition.

Cottle's Professional Consulting can design your research questions, develop your survey or questionnaire, transcribe your data, analyze and code your data and edit your report. Our experts will also conduct the research required and design and develop a winning proposal to help you meet your objective.

Cottle's Professional Consulting also provides its' research services to individuals, businesses and organizations. We can gather the data that you need to develop your project and achieve your goal.

Services Provided

- Conducting Research (Qualitative and Quantitative)
- Design and Development of Research Instruments
- Analysis of Data
- Data Transcription
- Report Writing
- Proof Reading



Web Site Design and Development

Overview of Services

If you are thinking of introducing a web site to your business development plan or you are a professional looking to enhance your marketability, our customized, client-focused web design and development services can offer you the e-solutions you need. Our dynamic and impacting web designs will separate you and your web site from all the template generated web sites that exist on-line today.

Cottle's Professional Consulting is committed to your success, and to developing web sites that will draw visitor traffic and increase user commitment. To meet these goals, your web site needs more than a few pictures and some text, but require a strategic approach to design and marketing.

To achieve your objectives, we consult with you to determine your goals for your web site, the kind of audience/customers you want to attract, the features you want to include, the size of the web site, and your likes and dislikes. This information helps us to provide an accurate projection for your investment and will provide a design guide.

Cottle's Professional Consulting web site design and development services are comprehensive and are designed to meet your needs; including small business entrepreneurs, large businesses, organizations, government and community based organizations, students, academics and educational institutions.

Our services encompass all aspects of web site design, development, and marketing, and are delivered by our team of professionals with over ten years of expertise in web site development and marketing. Our company manages all web site projects regardless of the size.

Website Hosting and Management

Cottle's Professional Consulting provides you with an opportunity to establish on-line presence through its web hosting and management program. You can have a link to an external web site or can have your web site built by us and hosted through our on-line **Business Forum**.

Our Design Philosophy

Cottle's Professional Consulting pride itself on developing custom designed web sites that uniquely reflect our client's business goals, business image and personality. With this design philosophy in mind, each client receives a web site that is creative, functional, unique, user friendly, impacting and is a true reflection of their business or service.

Services Provided

- Web Site Design and Development
- E-Commerce Solutions
- Search Engine Optimization
- Web Site Marketing
- Web Site Analysis
- Graphic Designs
- Digital Photography
- Content Editing
- Web Site Hosting and Management
- Web Site Redesign