

# Diane Currie Sam

Educator, writer, instructional designer and relationship builder.

3325 Bayswater Ave  
Coquitlam, BC  
(604) 788-8044  
diane@beabetterstory.com

## EXPERIENCE/PROJECTS

### **Foresight Cleantech**—*Content Writer & Instructional Designer*

2019 - PRESENT (full time to part-time contract)

Work includes consulting with subject matter experts to develop and create engaging learning activities and compelling course content covering multiple topics related to starting and scaling a business in clean technology. Managing content creation timelines, delegating tasks, coordinating communications with experts, editors and other content creators. Researching and writing strategy papers, long-form articles for national media, blog articles, facilitator guides, executive presentations and press releases.

### **Be a Better Story**—*Communications Strategist & Educator*

1997 - PRESENT

I am the owner/operator of a freelance communications and business education company. Work has included: researching and writing business reports and investment pitches for emerging technology companies, strategic speeches and presentations for C-level executives, and creating and teaching business and personal development courses (live and online).

Content development for multiple communications projects in a wide variety of formats (blogs, case studies, white papers/ebooks, e-learning courses and webinars, videos, email campaigns, landing pages).

### **Hume Chalk/Discovery Centre for Entrepreneurship** — *Senior Writer & Communications Strategist*

APRIL 2012 - 2019

This work includes researching, planning, and writing funding proposals, presentation slides, articles, marketing collateral and e-books for an emerging, future-focused business change agency. It also included developing and implementing social media and email campaigns, blogs, SEO/SEM programs, content style guides and video/audio across multiple digital platforms, as well as ghostwriting for the executive team.

### **Inc. Magazine**— *Features Writer/Columnist*

JUNE 2016 - JAN 2017

This work included writing, editing, proofreading, and submitting feature

## SKILLS

Instruction/Curriculum Development  
Speechwriting  
Public Speaking  
Thought leader style business writing  
Business/Strategic Analysis

## AWARDS/RECOGNITIONS

**Best Thesis Award**  
Trinity Western University,  
2003

**Valedictorian**  
Top Grade, all Master's  
Programs 2003

**Innovation Award**  
Booker Media - award for  
most innovative consumer  
product 2009

**Outstanding Product**  
IParenting 2009 award for a  
[consumer baby product](#) I  
invented and brought to  
market.

## SOFTWARE

Thinkific, Articulate, Canva,  
Wordpress, Weebly, SEO,  
ActiveCampaign, Camtasia,  
Vimeo, Clickfunnels,  
Microsoft Office, HTML

articles for the online publication of Inc. magazine, generating ideas for future stories and features, and tracking article popularity/SEO rankings. It also included staying up to date and complying with company policies and editorial guidelines, and working with editors.

## INTERESTS/CREATIVE WORK

Story writer and lyricist for a musical in development  
“[Olivia O, The Musical](#)”

## EDUCATION

### University of British Columbia — *Bachelor of Science*

1989

Graduated with Honours, Bio/Psychology Major

Public speaking and storytelling

### University of British Columbia — *Instructor Skills Certificate*

1997

Continuing Education, Instructor Skills, Educational Design

Spoken word [poetry and creative writing](#)

### Trinity Western University — *Master of Arts*

2003

Graduated with Great Distinction, Counselling Psychology

## COURSES DEVELOPED/DELIVERED

- **LAUNCH/DELIVER/ENERGY 101** - worked with Foresight and other accelerator programs across Canada to create online programs covering topics such as business startup, technology development, sustainability, human resources, diversity and inclusion, and sales and marketing.
- **Create a Keynote** - an online course delivered through Be a Better Story communications agency. Students are established and emerging business leaders who want to begin a speaking career, or want to start delivering keynote speeches. The course is a live online, interactive course covering how to write a ‘knock it out of the park’ keynote speech. I designed, produced and taught the course from 2015-2019.
- **Your Golden Story** - a live weekend public speaking workshop for speakers and emerging leaders. It is a dynamic, engaging and interactive course where students discover, explore and present their “signature” story that they will use in their business or career and incorporate into a personal presentation or keynote speech. I conceptualized, designed and wrote course materials and curriculum, and I taught the workshops from 2012-2019.
- **Magnetize Your Audience (Group Leader)** - a live weekend program for business leaders and workshop leaders. The course teaches cost-effective, ethical ways to fill live and virtual events through creating Education Based Marketing (EBM) campaigns. I was a group leader and coach, guiding students through the program, leading the breakout groups, and assessing their written materials. (On an ongoing basis since 2015, in both Vancouver and Los Angeles)
- **Opportunities for Innovation Workshop** - live one day workshop at the International Education Conference exploring how educators can become more innovative in teaching and program development (with Capilano University).
- **Strong Not Tough** - I was the teacher/facilitator for a workshop and educational program supporting adults to navigate workplace and daily life pressures with improved resilience allowing them to flourish (with Vancouver Coastal Health).
- **Group Counsellor** - anger management and the prevention of domestic violence - I was a group counsellor for two programs (one for men, one for women) that focused on promoting a culture of respect and nonviolence and the prevention of domestic violence (through Catholic Family Services and Trinity Western University).

- **An Introduction to SR&ED (Radical Games/Hothead Games)** - this is a business education program I designed and delivered on behalf of Radical Games and Hothead Games. It was for their technical staff to have an introduction to and understanding of the requirements of the Scientific Research & Experimental Development program (SR&ED) run by the federal government. I ran this workshop on an ongoing basis from 2004-2010.

## PORTFOLIO/WRITING SAMPLES

### Short Form Articles

- [The New Year's Resolution You Should Have Made \(But Probably Didn't\)](#) - Inc. Magazine
- [Elon Musk Shows How to Be a Great Boss in 1 Simple Letter](#) - Inc. Magazine
- [Fed Up With Millennials? Wait Until You See What's Coming Next](#) - Inc. Magazine
- [Don't let COVID-19 take down our clean tech sector](#) - National Observer
- [5 Billion-Dollar Sales Pitches \(and What They All Have in Common\)](#) - Inc. Magazine
- [Is Canada Leading The Way To A Carbon Negative Future?](#) - Foresight Cleantech
- [From The Lab To The Field To The Dinner Plate – How Lucent Biosciences Plans To Feed The World](#) - Foresight Cleantech
- [Leveraging Our Story for Good: Accelerating Cleantech in Canada](#) - Future Economy
- [Buoys will \(Not\) be Buoys – Marine Safety, Climate Resilience, and The Unlikely Location of Canada's Newest Fleet](#) - Foresight Cleantech

### Business/Technology Reports

- [Accelerating British Columbia's Clean Economy - A Cleantech Cluster Strategy for the Province of British Columbia](#) - Foresight Cleantech Accelerator Centre
- [Roadmaps to 2050](#) - Foresight Cleantech Accelerator Centre