

Shirley Edwards CPCA, EPC

Managing people and projects are challenging, even more so when some of your biggest projects involve your loved ones. As the mother of a son with significant health challenges as well as caregiver for her mother for more than two decades, Shirley Edwards experienced that firsthand. Managing different powers of attorney and executorships for estates on top of her work as a non-profit executive and personal development coach taught her the importance of persistence, flexibility and resilience.

Inspired by her father who was a champion of public service in the area of community sports, Shirley's desire to help others make a difference has roots that go back to her very beginnings. Now in her 60s, her experience and passions come together in Boomer 3.0.

Having spent her early years successfully customizing jobs for people with disabilities based on their skills and intentions, Shirley has the ability to listen intently and ask the right questions to help people find their unique direction. Since then, Shirley has worked with hundreds of clients – discovering what truly inspires them as well as guiding them on their journey to build their dreams.

Not only can Shirley help you find your direction, she also has the skills to help you build your personal legacy project: This includes twenty years of experience helping clients create social enterprises for both profit and public service, and two decades co-creating non-profit organizations, and public services.

Most of all, Shirley loves people and has built relationships with a network of highly skilled and ethical professionals that can provide you with additional specific expertise in areas such as marketing/communications, legal and financial, as well as access to other organizations and resources that can help make your personal legacy project come true.

Shirley is a member of the Canadian Institution for Elder Planning Studies and has her Elder Planning Counselor designation in good standing.