

KELLY LOVELL

Kelly Lovell



“Passion is the driving force behind everything I do... and the essence of how I help young leaders reach beyond their greatest potential.”

—Kelly Lovell, Youth Motivational Coach

a youthful POWERHOUSE

She's energetic, exuberant, and has a contagious joie de vivre. Well-known as the newest youth motivational coach to inspire Canadian audiences, she's also the youngest winner of the 2013 WXN Canada's Most Powerful Women: Top 100 Award. Kelly Lovell is on a mission to create, implement, and participate in projects that foster youth engagement and leadership development

across Canada. From mobilizing volunteerism projects to harnessing media for social good and inspiring crowds of youth at events around the world, Kelly is a dedicated mentor and role model. She is committed to helping youth achieve their ambitions, by developing action plans that are pro-active and tailored to their personalities and interests.

And she'll stop at nothing to create a solid platform for young voices to be heard and youthful energy to be harnessed and maximized to bring about positive societal change in three ways:

- By fostering youth leadership in a variety of decision-making forums & arenas
- By developing youth initiatives & programs designed to affect positive change
- By inspiring & coaching youth to **commit, lead & impact** their communities & the environment

a youthful POWERHOUSE



“I have built my entire career on volunteerism and pure of heart intents. My vision is to bridge the gap between the old and young and society and business.”

“Society has preconceptions of youth and our growing generation learns there are ‘pre-requisites’—age, education, and circumstantial upbringing—for success,” says Kelly. “Youth are told that to become a leader, to pursue goals, or to have an **impact** on society means they have to fit within the standards of each pre-requisite. I show youth how to work beyond this conformity.”

What is phenomenal about Kelly’s journey to do just this is that she is a self-made “youth mobilizer.” Everything she has built has been through her own means or through volunteerism. She has not come from money and influential

positioning through her parents. She is a simple girl, from humble beginnings, who has surpassed her own life circumstances to claim a greater future. This alone is her WOW factor—her attraction and her example to other youth seeking to achieve something from nothing.

“In essence, I am working to build a network or force of young leaders across the globe to bring a wave of innovation and change that society so desperately needs,” says Kelly. “I want to create a global shift in the perspective of the young generation and to create opportunities for youth everywhere.”

the ENTREPRENEUR

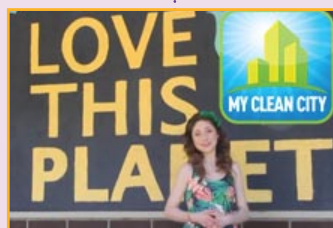
Tenacious and driven, Kelly is known for her ability to unlock the key to understanding and accessing the youth demographic. Through Lovell Corporation, a company she started at the age of 19, Kelly empowers youth through her speaking engagements, coaching and mentoring sessions, and YOU Effect, her recently launched television show on Rogers TV, and captivating global web series.

But it’s The Kelly Effect that sets her goals in motion and fuels her passion and drive. The Kelly Effect is a series of forward-thinking initiatives designed to assist non-profit organizations in building sustainable projects and initiatives



that prompt youth leadership and participation. “My goal is to make social good “cool” or “trendy,” says Kelly. “Youth have so much creativity and energy. It’s a matter of harnessing it to affect positive change. To do this you need to add fun back into the equation.”

Soon to be launched as a new online interface and mobile app designed to connect youth to community, My Clean City, is one of The Kelly Effect collaborative projects. “It is founded on the principal of transforming the attitude of volunteer work to volunteer play. We quantify this through an online app that measures individual **impact**.”



the ENTREPRENEUR

“I’m not satisfied with just chasing dreams,” says Kelly. “I am passionate about creating legacies of united social and environmental communities and humanitarian achievements everywhere. It’s a tall order, but I’m dedicated to being a mentor and leader in this arena.”

Kelly is one of those leaders...to the very core. As a National Youth Delegate on leadership

While she is proud of her achievements, Kelly is mostly humbled by the many honours and meaning of each one including:

- WXN 2013 Canada’s Most Powerful Women: Top 100 Award (youngest recipient)
- The QEII Diamond Jubilee medal
- 2013 Hesselbein Fellow Award (presented to 50 of the sharpest, most engaged youth around the globe)
- Ashoka & American Express Emerging Innovator of Canada
- Canada’s Top 20 Under 20
- Young Woman of the Year (presented by Rogers)
- Change the World Youth Ambassador (Ontario’s first)

platforms, her numerous accolades are a testament to her reluctance to accept status quo ideas and opinions of the power of youth.

“I’d like to put a positive spin on the status quo thinking that youth are inexperienced and naïve,” says Kelly. “These qualities are our greatest assets because we can see the world with a fresh lens.”



It’s safe to say that her awards have her tickled pink! It’s her favourite colour, symbolizing universal love, beauty, and quietness. Far from quiet, 21-year-old Kelly is in love with life and the limitless possibilities for influencing the way people view the minds, actions, and voices of the youth.

She has used her own voice to inspire young minds to drive social change—to **commit, lead, and impact**.

“The key to changing lives is to first give back,” says Kelly. And that she continues to do.

a budding YOUNG LIFE



Kelly was born in Waterloo, Ontario. An only child, she knew about getting involved at a very young age. Gymnastics, dance, art, pottery, and horseback riding were just a few of Kelly's rewarding experiences. Kelly's mother and manager, Ann Haller, devotes her time, outside of being a financial advisor, to supporting Kelly's youthful mission to make a difference in the world. An outgoing, selfless, and positive force, Ann teaches Kelly about the importance of maintaining her drive to succeed and being genuine to people. Ann is well aware that her daughter has chosen to embark on a journey based on doing what she loves and a long-term vision to create a comfortable cushion for living life to its fullest. Kelly's father is "an independent thinker who stands up for his voice," says Kelly. "He's an advocate who always seeks value." Kelly learned her fire from her father and more importantly how to speak up for herself, a trait that served her well as a young girl. Bullied by friends all through elementary and high school, Kelly uses the lessons she's learned

from those situations to overcome adversity and maintain her lifelong mission to make a difference.

"I never had any real friends—just ones that always made me feel worthless and never good enough," says Kelly. "Looking back, I don't resent my experiences. They shaped me and became the core of what I draw on today...It's true that the best way to fight a bully is to embody your unique traits. Bullies can sense your potential."

And she had potential! A self-proclaimed "over-achiever and a bit of a nerd," Kelly loved strategy, learning to play poker by age 12, and she loved puzzles, science and math. But a debilitating and life-threatening illness forced her into hospital care from Grade 10 until her high school graduation.

"According to medical stats, I was told I wouldn't survive and the doctor forced me to drop out of school," says Kelly. "That's when I decided to take charge and create my own destiny and opportunities for myself and others. It's also when my true voice developed." While in hospital, Kelly was self-taught through correspondence courses including calculus, accounting, and science. She recovered in time to graduate at the top of her class with honours.

"This was a defining moment—a pivotal point that gave me the strength and courage to utilize the determination, passion, and commitment to inspire other youth to do the same," says Kelly.



Kelly Lovell with her parents.

career HIGHLIGHTS & ACCOLADES

A second year med science and business honours undergraduate from the University of Western Ontario in London, and the Richard Ivey School of Business, Kelly's education and extensive non-profit experience has provided her with insights, strategies, and inspiration to remain committed to her mission to give youth a voice and a platform for positive influence and change.

Highlights of her tireless efforts to do just that include an invitation to participate in youth engagement round tables with the Governor General of Canada; mentoring sessions with members of parliament; an opportunity to serve as a youth advocate for her municipal government to help pass policy reforms for equal rights; and a chance to participate at global leadership summits as a Canadian youth delegate. Despite having walked the Teen Choice Awards Red Carpet in

L.A., and having met many renowned leaders including Former U.S. President, Bill Clinton, Nobel Peace Prize winner, Muhammad Yunus, Free the Children Founder, Craig Kielburger, and Leadership Institute Founder, Frances Hesselbien, Kelly isn't jaded by the sometimes glamorous spotlight. On the contrary, she is wowed by her encounters with everyday heroes and leaders, and she's always on a mission to bring more awareness to "ordinary greatness."

"I believe every youth's individual potential is limitless," says Kelly. "Everyone is born great. It comes down to channeling one's passion in order to shine. I have an inextinguishable fire. I don't stop at closed doors. I want to share my strong determination and a great sense of purpose for my goals."

expertise & WAY OF LIFE

Kelly's youthful, bubbly, and strong voice is very much heard today. She is a powerful speaker at seminars, youth leadership conferences, and networking events. She has spoken to large audiences at stadium-held events, including WE

Day and TEDx. And she's is a dynamic leader whose passion, experience, and engaging personality makes her inspiring talks resonate with audiences of all ages.

Kelly's speaking topics include:

- The Power of One Voice
- Youth Leading Youth
- The 3 Ps of Success: Passion. Persistence. Perseverance
- Personal Development: Improving Self-esteem & Anti-Bullying Strategies
- Skill Building for Youth: How to Act on Your ideas
- Y2B: Bridging the Gap of Youth to Business
- Effective Youth Engagement
- The Value of Volunteerism



When Kelly speaks she is engaging and insightful, often drawing from her personal experiences in a candid, inspirational, and genuine manner, and leaves a lasting impression on everyone.

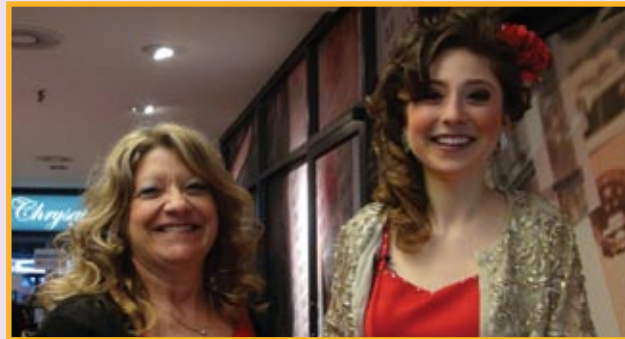
expertise & WAY OF LIFE

It's the same impression that was bestowed upon her at birth when she was given the surname Lovell. Combined origin from the British and the French, it is historically known that people with this name have a deep inner desire to inspire others in a higher cause, promote harmony and balance, and respond positively to beautiful things. All traits that are Kelly to the core!

Kelly is drawn to positive people and things, and deeply in touch with her feminine allure. She is consistently connected to social media and her cell phone or laptop to follow experts, leaders, and the latest news around the world. Motivated by skepticism and disbelievers, Kelly prides herself in making negatives positives and opening closed doors.

Kelly lives her life with a glass half-full attitude and she's inspired by the powerful words of well-known actress, Audrey Hepburn:

"Nothing is impossible; the very word says I'm possible." She is physically and professionally active in many personal and public arenas as a fundraiser, volunteer, and speaker, but when asked about wind down time, she replies: "I like the odd TV comedy to carry my mind off my work, dancing, ballet, baking, shopping, and embracing my girly girl side!" With lots of scheduling, planning, and a few breaks packing her days and nights, there's almost no time for a social life. But Kelly says she's always up for it!



Kelly Lovell with her Mom, Ann Haller.

For now Kelly stays focused on her mission to empower youth to **commit, lead and impact**, always keeping her eye on the prize and visualizing the end goal. When she is not helping youth, she is keeping up with the philosophies and works of humanitarians and philanthropists like Martin Luther King, Oprah Winfrey, and Melinda Gates, and strategizing her next youth motivational coaching venture. In the meantime, she measures her current success in a unique and empowering way: "By each heart inspired and every community touched."

"My work revolves around the mantra that 'some people come into our lives for only a split second, but can leave footprints on our hearts that last a lifetime,'" says Kelly, "I aspire to leave these footprints, even if I speak with someone for only a few minutes. It is my hope that I inspire and motivate them to look at life in a positive new way."

Kelly Lovell currently lives in Toronto, Ontario, Canada. She is poised for a variety of philanthropic and leadership opportunities in youth-motivated organizations. Kelly is also primed for advertising, sponsorship, and endorsements opportunities that provide a platform to use her voice, message, and image to help empower youth around the world.

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