Diana Lidstone

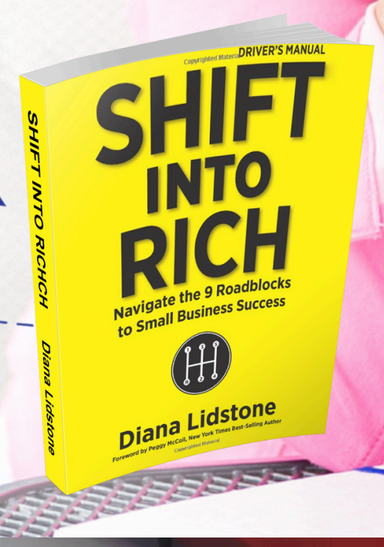
Business Strategist and Coach

Diana Lidstone is the founder of the CEO Freedom Academy and a sought-after business strategist on a mission to help small business owners work less and profit more — without sacrificing what matters most.

With nearly four decades of entrepreneurial experience, Diana's the best-selling author of Shift into Rich and an award-winning speaker known for her no-nonsense advice and freedom-first strategies. Her clients — mostly women juggling business, family, and life — lean on her for practical steps that boost profit, cut overwhelm, and create real freedom.

In 2024, Diana was honoured as a finalist for Ottawa's Business Woman of the Year award.

When she's not guiding business owners to reclaim their time and money, you'll find her at her farm outside Ottawa — walking her dog, giggling with her grandson, and sipping champagne (not all at once, promise).



K E Y N O T E S :

Work Less, PROFIT More: The CEO Freedom Roadmap for Business Owners

Too many entrepreneurs are stuck in "Chief Everything Officer" mode, running on overdrive, doing it all, and burning out in the process. In this high-impact keynote, Diana shows business owners how to step into their true CEO role and build a freedom-first business that thrives without them being the bottleneck.

Attendees will walk away with a clear blueprint for success: the five pillars every scalable business needs, a proven method to reclaim 10+ hours a week, and a mindset shift that separates profit from endless hours of work. Most importantly, they'll leave with a focused 90-day action plan that turns inspiration into real results, without the overwhelm.

How Small Business Owners Can Save 10+ Hours a Week and Double Their Revenue

Most small business owners end up stuck in the grind, wearing every hat, drowning in busywork, and leaving little time for the big moves that actually grow the business. In this keynote, Diana reveals the practical systems and strategies that allow entrepreneurs to scale without burnout or chaos.

Attendees will discover why they've been stuck doing it all, the five essential systems that create freedom and growth, and a proven method to reclaim 10+ hours each week. With the tools to refocus on high-impact, CEO-level work, they'll walk away ready to double their revenue while gaining back their time.



As Seen On: Rogers Daytime TV, Ottawa

> ***"Her presentation was engaging, and thought-provoking. Participants left with takeaways that they could implement immediately in their businesses. We would love to have her speak again in the near future!"***
> - Gabriele Eaton, Women Mean Business

> ***"Participants mentioned Diana by name as the speaker from whom they learned the most, so we asked her to speak again and she delivered! I highly recommend her services."***
> - Doreen Ashton Wagner, Business Sisters Conference

CONNECT WITH DIANA:

diana@dianalidstone.com
514 690 1867
www.dianalidstone.com
facebook.com/diana.lidstone
linkedin.com/in/hiredianalidstone
instagram.com/diana.lidstone