



## ABOUT PJ WADE

PJ Wade firmly believes “Communication is everything; everything is communication.”

Through out-in-front and behind-the-scenes contributions and research, PJ remains immersed in communication dynamics—online and off. PJ draws on decades of research and experience in industries that define our professional and personal lives, including media, technology, environment, and service-driven sectors.

As an achievement strategist, communication influencer, and The Catalyst, PJ discovered first-hand what holds individuals and organizations back and what drives them to innovate. Blogger, speaker, and author of several books\*, PJ is intent on sharing this knowledge and challenging others—in business and in life—to design their own *brilliant future* whatever their starting point.

PJ cleverly blended the essential elements of science and business in *The Catalyst*, which is both the strategic communication firm and the job. An earlier career as an environmental scientist contributes to PJ’s unique box-free, age-free, boundless view of sustainability and the future.

*Onward & Upward* are the directions that really matter to PJ!

For more about PJ, her blog “What’s Your Point? Asks PJ,” and The Catalyst visit:  
<https://www.thecatalyst.com>

\* PJ’s latest business book “What’s Your Point? Cut The Crap, Hit The Mark & Stick!” is available in print on TheCatalyst.com and at Catapultpublishing.com. The ebook will be published in October 2025 to celebrate Canadian Small Business Month.