

Lucy La Grassa

"My job is to guide and lead members to fuller, richer lives at every level."

TEC Small Business Chair
Thornhill / Toronto, ON



Hello!

With over 30 years of experience building and running businesses, I am a successful entrepreneur, strategic communications professional, and leadership ethics advisor.

As a Certified Training and Development Professional, I co-founded Mussio La Grassa Inc., a training, consulting, coaching and advisory firm. As a Senior Partner, I specialize in leadership, developing business cases, communications, and reputation management.

As former President of Formidable Technologies Inc. I led a group of business advisors who helped companies transition to leading-edge cloud computing technologies. I am also the former Senior Vice President of Whalefeather Inc., where I led indigenous economic, education, and housing projects. Furthermore, I am a Marketing Certified Consultant and former partner in a media, marketing, and public relations firm that specialized in diversity and the global marketplace.

Early in my career, I was a reporter for CBC Radio Canada International before moving into the role of Assistant Director of Communications for the Ontario government, advising ministers and senior staff.

My TEC group centers around a close-knit community of talented, introspective, and collaborative business professionals. I engage my TEC members by creating a safe and confidential environment that focuses on transformative learning. I believe that today's CEOs require a willingness to listen to staff and customers, create internal and external buy-in, and anticipate changes in the marketplace to reach their full potential.

On a personal note, my entrepreneurial spirit shines through my founding of a publishing house in 1989 and developed The Prism Awards, renowned for training and mentoring young aspiring writers aged 7-14 to become professional writers. The Prism Award winner, Harvey Smith, wrote Siad of Somalia while in Grade 6. The Department of National Defence commissioned the book to launch Peacekeeping Day in Canada with over 80,000 copies in print in English and French. Outside my professional endeavours, I am a wife and a proud mother of two children. I am also an accomplished poet, actively involved in numerous award-winning human rights initiatives and enjoys wine making in my spare time. Academically, I hold a B.A. in Journalism from Ryerson University, an M.A. and Ph.D. in Organizational Leadership and Transformational Education.

My TEC Group Vision

A tightly knit group of talented, introspective, collaborative, business people who help each other and are accountable to each other for their professional, business and personal success. To create an environment where vulnerability is a strength and failure is an opportunity. A win for one is a win for all.

Let's Start the Conversation

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Take The Leap Towards Transforming Your Leadership Skills Now!

Connect with me today to start your journey towards growth and opportunities that align with your business and personal goals. Elevate your business and personal success with me and my group of exceptional business leaders by your side!

Respectfully Yours,

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