



Alyson●●● SCHAEFER

Acclaimed Parenting Expert



TheSpotlightAgency.com



ALYSON SCHAFER

Acclaimed Parenting Expert

Alyson Schafer (B.Sc, MA Counselling) is recognized as one of Canada's leading parenting experts. A seasoned family counsellor and media personality, Alyson brings decades of experience helping families navigate modern parenting with clarity and confidence. Her energizing blend of optimism, unwavering respect for all people, playful wit, and no-nonsense approach, have made her one of the pre-eminent, go-to bastions of strength and actionable solutions for families in need, and the communities that serve them.

Armed with years of research and clinical experience, plus relatable storytelling, humour and humility, Alyson breaks down complex ideas and presents them in ways that are easy for all audiences to understand and implement. She delivers actionable tactics and empowers her audiences with the skills and confidence needed to address modern life challenges in the family—all with the end goal of helping to raise resilient, capable kids.

Alyson created and hosted *The Parenting Show*, and continues to host the weekly podcast, *Parenting the Adlerian Way*. She is also the resident parenting expert on national Canadian media outlets such as *The Morning Show* and *Global News Morning*. She has been featured in such notable publications as *Cosmopolitan*, *Real Simple*, *Parent Magazine*, *Reader's Digest*, *The Washington Post*, and more. Her bestselling books include *Honey, I Wrecked the Kids*, *Breaking the Good Mom Myth*, and *Ain't Misbehavin'*.

Alyson is often called on by corporations to consult or act as a brand spokesperson. She has worked with many notable companies, including the Bank of Montreal, L'Oréal, Huggies, Kijiji, Kellogg's, Ronald McDonald House, Earth Rangers, Facebook, Labatt's, and more. A lover of books, art, music, food, travel, and the great outdoors, Alyson lives in Toronto and has two daughters.

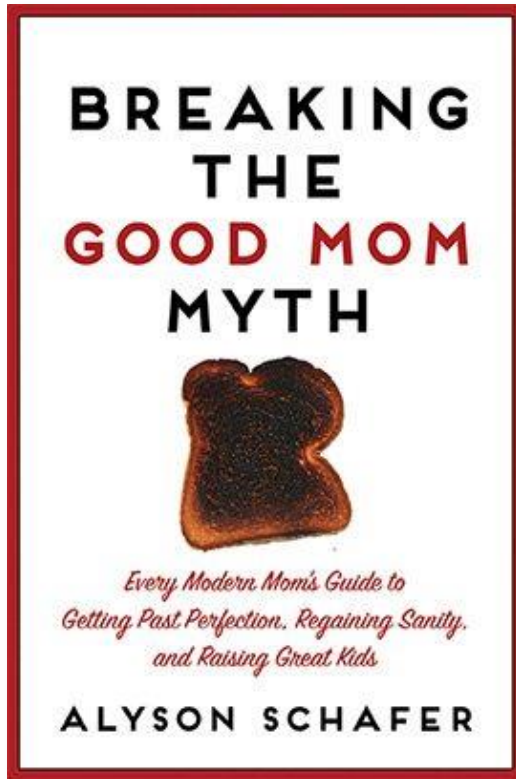


This Is the Real Reason Why Kids Tell Lies | *Breakfast Television* (May 2022)

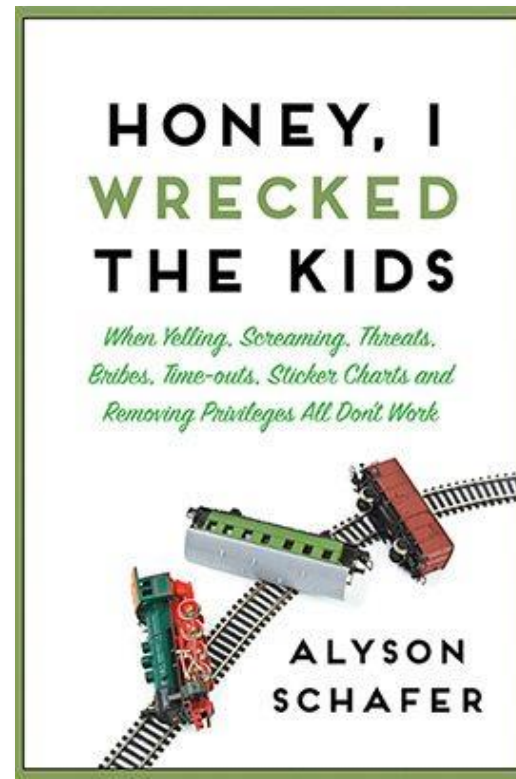


Navigating Mental Health Conversations with Your Family | *Global News Morning Toronto* (May 2022)

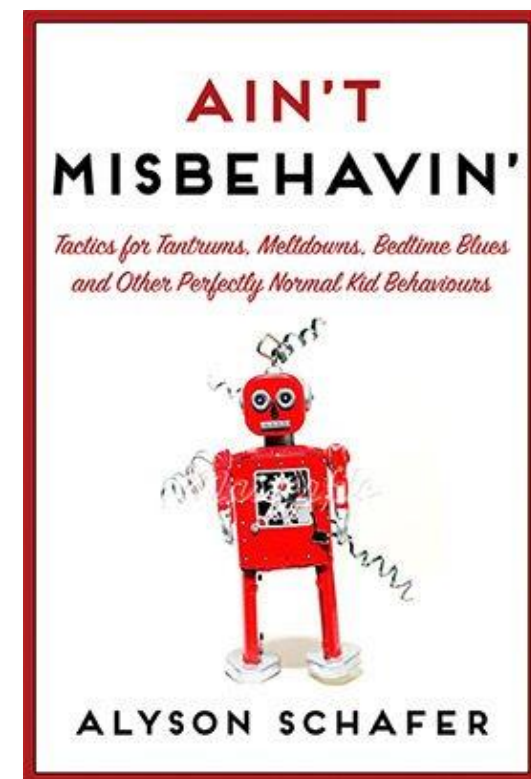
As a go-to parenting expert, Alyson is often featured in major media with regular guest appearances on Global's *The Morning Show*, *Global Morning News*, *Breakfast Television*, and more.



Breaking the Good Mom Myth (2007)



Honey, I Wrecked the Kids (2009)



Ain't Misbehavin' (2011)

Alyson is the international bestselling author of three parenting books published by HarperCollins Canada. Her books have been translated into Russian, Korean, Spanish, and Bulgarian.



ALYSON SCHAFER

PARENTING THE ADLERIAN WAY



Alyson's weekly podcast, *Parenting the Adlerian Way*, puts the "sense" back into "common sense parenting" with her warm, inspiring, and informed Adlerian approach.



An in-demand keynote speaker, Alyson has presented three TEDx talks, including at the inaugural TEDxKids@Brussels in Belgium. She has also spoken at The World Trade Organization in Geneva, Switzerland, and events in Uruguay, Bulgaria, and more.

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Alyson is available to partner with brands for a variety of initiatives, including:

- Spokesperson roles
- Media appearances
- Digital video and television ads
- Speaking engagements
- Event hosting
- Guest appearances
- and more

Past partners:



Partnership Opportunities



For more information, please contact:

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