



# Alyson●●● SCHAEFER

*Acclaimed Parenting Expert*



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# ALYSON SCHAFER

*Acclaimed Parenting Expert*

Alyson Schafer is an internationally acclaimed parenting expert, speaker, bestselling author, and media personality. Armed with years of research and clinical experience, Alyson presents concepts from 'depth psychology' on stages around the world. Alyson is able to break down complex ideas and present them in ways that are easy for parents to understand and more importantly, implement. Parents seek solutions and Alyson's forte is delivering actionable tactics that arm parents with the skills and confidence they need to face modern life challenges. Using humour and relatable storytelling, she provides a fresh and positive understanding of family dynamics.

Selected as a presenter at the inaugural TEDx Kids in Belgium, she is now a three-time TEDx presenter, and author of three bestselling parenting books with HarperCollins Canada: *Breaking the Good Mom Myth*; *Honey, I Wrecked the Kids*; and *Ain't Misbehavin'* – each of which have been translated into multiple languages including Russian, Korean, Bulgarian, and Turkish.

Loved by the media, Alyson is the resident parenting expert with regular segments on several national TV and radio outlets and is often quoted in such notable publications as *Cosmopolitan*, *Real Simple*, *Parent Magazine*, *Reader's Digest*, *The Washington Post*, *HuffPost Parents* and more. Beyond guest appearances, Alyson also created and hosts TV's "The Parenting Show" and the popular podcast "Parenting The Adlerian Way", which has been voted #1 parenting podcast by *FeedSpot*.

Brands call on Alyson for her insights into family life. She has worked with such notables as Bank of Montreal, L'Oréal, Huggies, Kijiji, Kellogg's, Ronald McDonald House, Earth Rangers, Facebook, Labatt's and more.

Alyson is a parent of two grown daughters and resides in Kingston, Ontario, Canada.

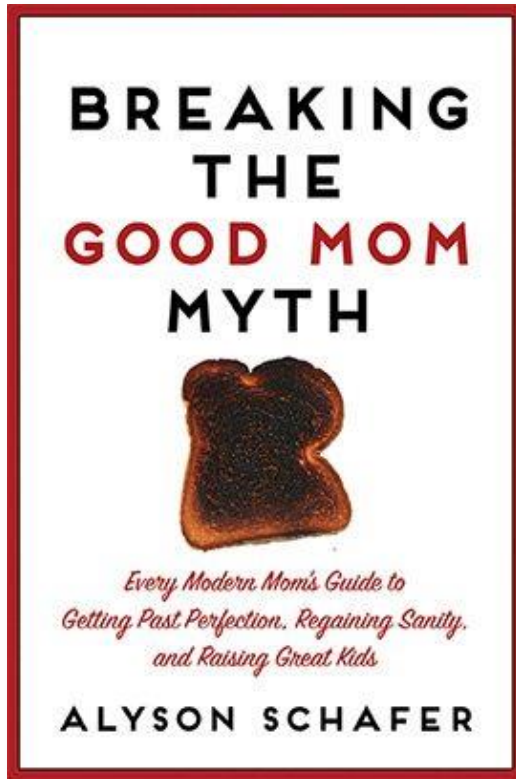


This Is the Real Reason Why Kids Tell Lies | *Breakfast Television* (May 2022)

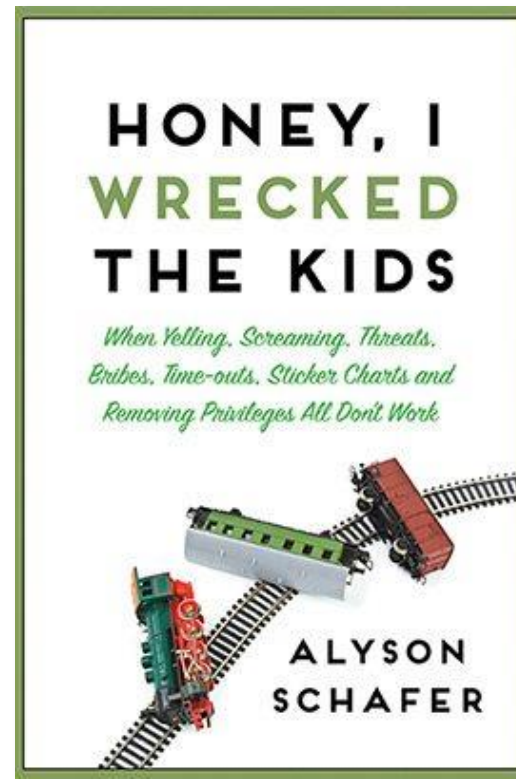


Gentle Parenting | *The Morning Show* (Oct 2024)

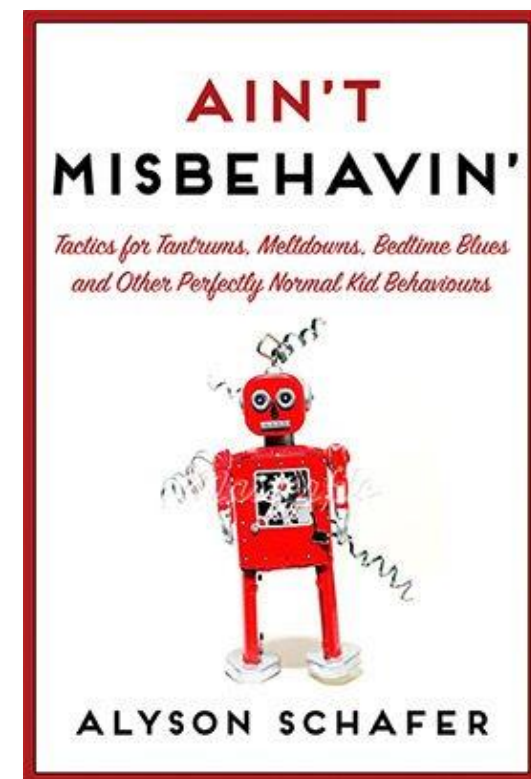
As a go-to parenting expert, Alyson is often featured in major media with regular guest appearances on Global's *The Morning Show*, *Global Morning News*, *Breakfast Television*, and more.



*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.



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

**Past partners:**

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**Partnership Opportunities** ●



For more information, please contact:

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