

About Carol Gignoux, M.Ed.

- ***Founder and CEO of ADD Insights***
- ***Certified coach and expert in ADD/ADHD***
- ***Trainer and motivational speaker***
- ***Expert in personal and organizational achievement and productivity***
- ***Founding board member of the Institute for the Advancement of ADD/ADHD Coaching***
- ***Master of Arts, Education***



Carol Gignoux, M.Ed. is founder and President of ADD Insights, LLC, a Boston-based firm that provides coaching and training for adults and teens with ADD (Attention Deficit Disorder) and ADHD (Attention Deficit Hyperactivity Disorder). Carol's passion is to provide services that transform the lives of people with ADHD.

Carol Gignoux began her work with ADHD immediately upon her graduation from college in 1972, and has continued that work for the past 35 years. Carol specializes in working with both teens and adults, with or without an ADHD diagnosis, who want to see better results in their academic, professional and personal lives.

Carol has trained with Coach U, Inc. and is a certified graduate. She has also completed a graduate coaching program with the Newfield Network in Minneapolis, MN and an Executive Coach Training Program with Success Dynamics in Concord, MA. Carol has been certified by the ICF as one of their first Financial Coaches. She was also one of the first participants in the Top Human Coaching Program in Shanghai, China, has taken several of T. Harv Eker's Peak Potentials Training Programs, and is a member of his Private Circle Club. Carol co-created the Institute for the Advancement of ADHD Coaching, the international organization that certifies ADHD Coaches and ADHD Training Programs. She has achieved the most advanced ADHD coaching designation: the Senior Certified ADHD Coach or SCAC.

Carol speaks to groups, consults with organizations, trains new ADHD coaches, conducts teleclasses and seminars, and offers coaching for individuals, families, and children with ADHD. She has recently expanded her services to include coaching for couples struggling with the issues of a one or both partners having ADHD, and coaching those grappling financial issues.

In addition to her prestigious *ADD Insights ADHD Coach Training Program* known nationally and internationally, she is also a master of leading instructional classes on using ADHD as your secret weapon, getting power over your finances and building wealth, and finding peace and security in uncertain times. Carol is a motivational speaker and speaks locally and nationally on ADHD topics and the subject of "Living your Gifts".

Carol feels that it has been her privilege to work with so many wonderful people of all ages, backgrounds, and creative powers who fit an ADHD profile. Her mission is to change the way people view the ADHD trait so that adults with ADHD at home and in the workplace are able to create environments for success, and children with ADHD can learn time and task management skills while they are still young.

Carol has found from her training and years of experience working with thousands of people with Attention Deficit Hyperactivity Disorder, that ADHD is neither a “disability” nor a “disorder”. She believes that the way ADHD is now perceived will one day be considered completely misinformed because ADHD will finally be treated as the gift that it is. After all, people with this trait now and throughout history have often been the ones to come up with solutions to many of life’s serious problems.

Carol is currently writing a book entitled: “*The Asset: Your Success Gene and the Myth of ADD!*” in which she goes into detail about her own upbringing as a child with ADHD and the challenges it posed. The theme of *The Asset* is that ADHD is a gift, not a curse, and it includes many heart rendering stories, well-honed advice, oft-tested strategies, and a good argument for the upside of having ADHD.

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