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Service Guide 2026

# WELCOME

Leadership is a journey — one that asks us to grow, stretch, and show up with intention. I create space for leaders to pause, reflect, and reconnect with what matters most.

My work is grounded in clarity, compassion, and the belief that every leader can thrive when they ground their intentions, focus their ambitions and aim for success.

Through coaching and learning experiences, I help leaders build confidence, communicate with purpose, and navigate complexity with greater ease.

This guide outlines the services I offer to individuals and organizations. Each one is designed to help you aim for success with intention, alignment, and impact.



# ABOUT ME

I'm a certified executive coach and senior talent leader with more than 25 years of experience in the Canadian advertising industry. My career has taken me from broadcast negotiation to media planning, client consulting, new business pitching, and sales — partnering with brands such as Tim Hortons, Dyson, indigo, Kraft, and Johnson & Johnson.

Years spent in high-pressure boardrooms taught me how to communicate with clarity, influence outcomes, and stay grounded under pressure. Today, I bring those lessons into my coaching and facilitation practice.

My approach is grounded, unbiased, and pragmatic, with a focus on turning intention into measurable impact. I help executives slow down, rethink, and build the confidence and presence needed to lead with intention.

My goal is simple: to brighten your way by bringing clarity, optimism, and grounded support to every interaction.

## Notable Certifications:

- ICF-ACC
- Six Seconds SEI Assessor (coming soon)
- Graduate Certificate in Executive Coaching, Royal Roads University

# MY PHILOSOPHY

## Coaching

I believe clarity creates confidence — and confidence creates change. In coaching, I partner with leaders to align intention with ambition, especially in moments of complexity or transition. I create a reflective, grounded space where you can access your own insight, challenge limiting beliefs, and translate clarity into meaningful action.

Through an open, reflective coaching environment, clients access their own insight, challenge self-limiting beliefs, and activate growth from within. My role is not to prescribe answers, but to sharpen thinking, strengthen confidence, and translate insight into purposeful action. My aim is simple: to brighten your way—so you can aim for success with clearer perspective, renewed confidence, and sustained forward momentum.

## Adult Learning

I believe meaningful learning happens when people feel seen, respected, and safe to engage fully. I meet participants where they are, honouring their lived experiences while creating an inclusive, energizing environment that encourages curiosity, reflection, and real-world application.

Across all my workshops, I bring clarity, energy, and optimism — helping participants leave not only more informed, but more confident and capable in the moments that matter most.

# MY SERVICES AT A GLANCE

+ EXECUTIVE COACHING

+ PRESENT WITH IMPACT WORKSHOP

+ EQ IN THE WORKPLACE WORKSHOP

+ NEW PEOPLE LEADER WORKSHOP

+ STRATEGIC GOALS FOR SUCCESS WORKSHOP

# EXECUTIVE COACHING

awareness. intention. empowered.

Coaching is an invitation to pause, reflect, and reconnect with what matters most. Leadership can feel fast, demanding, and complex — but it doesn't have to feel lonely. I help you create clarity, build strategy, strengthen your confidence, and move forward with intention.

My approach is warm, direct, and deeply human. Together, we explore the patterns, pressures, and opportunities shaping your leadership. Through thoughtful conversation and practical insight, we create space for clarity to emerge — helping you lead with confidence, communicate with purpose, and make decisions that reflect who you are and who you're becoming.

## What you can expect

- Grounded, reflective conversations
- Practical insights you can apply immediately
- A coaching partnership that meets you where you are

## What I can offer

- 3, 6, 12 month packages
- EQ Leadership report debriefs, using Six Second's SEI reports
- 360 performance review
- National availability across north America virtually
- Local to the GTA in person

# COACHING ENGAGEMENTS

## For Individual Leaders

This coaching experience is designed for leaders who want to pause, reflect, and reconnect with their purpose. Together, we strengthen your confidence, clarify your direction, and help you lead in a way that feels aligned and sustainable.

### Benefits:

- Build clarity and confidence in your leadership decisions
- Strengthen communication, presence, and personal impact
- Navigate complexity with greater ease and grounded intention

## For People Leaders

People leaders sit at the heart of an organization — balancing expectations from above while guiding and developing those they lead. I help you step into your role with confidence, clarity, and a stronger sense of direction.

### Benefits:

- Improve team alignment, communication, and trust
- Strengthen coaching and people-leadership skills
- Build confidence in navigating change, conflict, and competing priorities

## For Senior Executives

Senior executives carry the weight of organizational vision and influence. I offer a confidential, strategic space to think deeply, refine direction, and lead with intention.

### Benefits

- Strengthen executive presence and strategic decision-making
- Gain clarity on priorities, direction, and long-term impact
- Lead with confidence, steadiness, and a grounded sense of purpose

# SIGNATURE WORKSHOPS

These workshops are ready to deploy — developed, tested, and proven to elevate leadership capability and team performance. Whether you're strengthening presentation skills, deepening emotional intelligence, supporting new people leaders, or aligning teams around strategic goals, each program can be tailored to your organization's culture and priorities.

I personally design and facilitate every session, bringing seasoned expertise, high-impact learning, and a warm, optimistic presence that helps leaders aim for success.

+ PRESENT WITH IMPACT

+ EQ IN THE WORKPLACE

+ NEW PEOPLE LEADER

+ STRATEGIC GOALS FOR SUCCESS



# WHY WORK WITH ME

Companies partner with me when they want leadership development that is thoughtful, credible, and grounded in real-world experience—particularly within fast-paced, high-expectation environments.

What differentiates my work is the combination of deep industry fluency, executive coaching rigor, and a facilitation style that balances optimism with practical outcomes.

Organizations work with me to:

- Strengthen leadership confidence and decision-making during moments of growth or change
- Build emotionally intelligent leaders who communicate with clarity and lead with intention
- Support new and seasoned leaders in navigating complexity without burnout
- Create learning experiences that are human, engaging, and immediately applicable

The result is leadership that feels steadier, more aligned, and better equipped to perform—today and over the long term.

# PRESENT WITH IMPACT

**strategy. presence. authentic impact.**

This immersive two-day workshop helps leaders strengthen their presentation strategy, elevate executive presence, and communicate with clarity and confidence. Participants learn through a learn-and-apply approach that blends skill-building, real-time practice, and individualized coaching.

## Approach

Participants get on their feet, practice new techniques, and apply them immediately. We begin with baseline presentations and conclude with a dynamic team showcase — creating a supportive, energizing environment where everyone grows together.

## Benefits

- Build confidence through hands-on practice
- Strengthen communication and presence
- Learn storytelling tools that influence and inspire
- Create a more connected, high-performing team

## Customization

Every workshop includes core elements — strategy & storytelling, charisma & connection, and authentically you — and is tailored to your team's experience, goals, and context. This workshop can also be fully customized to align with your corporate priorities, whether you're strengthening foundational communication skills or preparing teams to be pitch-ready for new business opportunities.

# SESSION OUTLINE

## Day One: Foundation & Strategic Storytelling

### Baseline Presentations

Participants arrive prepared with a short presentation. We record and review these to build self-awareness and set personalized learning goals.

### Strategy & Storytelling

Participants explore:

- Why storytelling matters
- The persuasive cycle
- The P.L.A.N. Model for structuring your narrative

### Charisma & Connection (Part One)

Participants learn to:

- Strengthen executive presence
- Adapt to different people styles
- Mitigate confirmation bias
- Use the triangle of connection to connect with your audience

# SESSION OUTLINE

## Day Two: Presence & Application

### Charisma & Connection (Part Two)

Participants practice:

- Hot starts
- The power of the pause
- Purposeful eye contact
- The 3 p's of rehearsal

### Authentically YOU

Participants explore:

- Personal strengths and values
- Personal brand articulation
- Aligning message, presence, and authenticity

### Team Showcase

Teams create and deliver a five-minute presentation, applying all workshop tools. Each participant receives individualized feedback and coaching.

# EQ IN THE WORKPLACE

**grounded. aware. intentional.**

This workshop gives leaders practical skills to lead with greater clarity, empathy, and impact. Through an engaging, interactive format, participants learn what EQ is, how to harness it, and how to apply it across common workplace scenarios. The experience is designed to strengthen communication, deepen trust, and elevate leadership effectiveness across your organization.

## **EQ Assessment & Leadership Report (coming soon)**

Ahead of the workshop, each participant receives a personalized survey link from six seconds, the global leader in emotional intelligence research. Completing the assessment generates an individualized EQ leadership report, offering insight into their emotional intelligence strengths, development areas, and leadership patterns.

Following the workshop, every participant receives a one-on-one coaching debrief with me to review their results, explore key insights, and translate their EQ profile into actions.

## **Approach**

This workshop can be delivered as a full-day, in-person experience or a dynamic half-day virtual session. Both formats blend group exercises, facilitated discussion, and hands-on application to ensure leaders leave with tools they can use immediately.

## **Benefits**

- Stronger communication and relationship-building
- Increased self-awareness and emotional regulation
- Better decision-making under pressure
- More trust, empathy, and psychological safety across teams
- Leaders who show up with intention, clarity, and grounded presence

# NEW PEOPLE LEADERS

clarity. confidence. capable.

Stepping into people leadership requires a new mindset and new skills. This cohort-based workshop equips emerging leaders with the tools they need to lead others effectively — from communication and coaching to performance, inclusion, and change.

## Approach

This cohort-based series builds the core mindsets and skills new leaders need to succeed. Across four focused, two-hour sessions, participants learn through a blend of practical tools, real-world scenarios, and facilitated discussion. Each session builds on the last, creating a supportive learning environment where leaders can apply concepts immediately and grow with confidence.

The experience strengthens foundational leadership habits, deepens self-awareness, and equips emerging leaders to communicate clearly, coach effectively, and lead teams through change.

## Benefits

- Stronger leadership pipeline
- Better communication and alignment
- Higher team engagement and retention
- Leaders who model the behaviours that shape culture

# SESSION OUTLINE

## Four Session Series

### **Session 1: Leading Self First**

Purpose: Build self-awareness, confidence, and mindset

Outcomes: leaders understand who they are and how they show up

### **Session 2: Communicating With Clarity & Care**

Purpose: Strengthen communication and connection

Outcomes: Leaders communicate clearly, confidently, and humanely

### **Session 3: Coaching, Development & Performance**

Purpose: Shift from problem-solver to developer of others

Outcomes: Leaders learn to grow people, not just manage work

### **Session 4: Leading Teams Through Change**

Purpose: Equip leaders to navigate complexity and uncertainty

Outcomes: Leaders build trust, resilience, and inclusive teams

# STRATEGIC GOALS FOR SUCCESS

**focus. alignment. momentum.**

This three-part series helps organizations translate strategy into action — aligning business leaders, team leaders, and individual contributors around clear priorities and measurable success.

## Approach

This series is designed to help organizations translate strategy into clear, actionable goals at every level. Each session blends practical tools, guided work, and facilitated discussion to ensure leaders and teams move from intention to execution with confidence.

The experience builds alignment from the top down — starting with business priorities, moving through team-level translation, and ending with individual ownership. Participants apply concepts in real time, creating clarity, focus, and measurable success criteria they can use immediately.

## Benefits

- Sharper priorities
- Stronger alignment
- Clearer metrics
- Better execution and accountability



# SESSION OUTLINE

## Three Session Series

### Session 1: Business Leaders

Purpose: clarify organizational priorities, align leadership around what matters most, and define the metrics that will guide execution and accountability.

Outcomes: business leaders leave with a shared understanding of direction, decision-making criteria, and the success measures that will anchor strategy across the organization.

### Session 2: Team Leaders

Purpose: translate organizational strategy into clear, actionable team goals and build the coaching skills needed to support performance and alignment.

Outcomes: team leaders leave with practical tools to set meaningful goals, coach for results, and support consistent execution across their teams.

### Session 3: Everyone

Purpose: empower employees to create clear, meaningful individual goals that directly connect to team and organizational priorities.

Outcomes: participants leave with aligned personal goals, a stronger sense of ownership, and practical tools to track progress and sustain performance throughout the year.

# THANK YOU

Thank you for taking the time to explore this service guide. I hope it offered a clear sense of how I support leaders as they navigate the moments that ask them to grow, stretch, and show up with intention.

My work is rooted in clarity, compassion, and the belief that every leader can thrive when they ground their intentions, focus their ambition and aim for success. My goal is always to brighten your way — helping you build confidence, communicate with purpose, and move through complexity with greater ease.

If something here resonated with you or sparked curiosity about what's possible please reach out to book a free consultation.

Let's connect.

A handwritten signature in white ink that reads "Amy A". The script is fluid and cursive, with the first letters of "Amy" and "A" being capitalized and prominent.

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