

Crystal Campbell, Professional Certified Coach

Crystal brings a rich and varied background to her work with PeopleDynamics Learning Group Inc. She joined us as a coaching associate and a member of the Business Coaching Advantage Program™ faculty in 2015.

Crystal works with many of Canada's leading companies to coach their leaders to new levels of impact, and to help them, and their teams, excel. She partners with clients encountering career choices and transitions, and those with an appetite to become better leaders. As President of c2 coaching + consulting, a leading career and leadership development firm with offices in Toronto and Ottawa, Crystal's coaching helps spark smart shifts and sustainable changes in professionals, executives and leaders.



Crystal is a seasoned business leader with 20 years' experience in communications, marketing, and change management. She has held senior leadership and executive positions with organizations in the financial services, professional services, not-for-profit and public sectors.

Prior to her transition to coaching in 2005, Crystal held the role of Director of Communications at a private post-secondary institution. Today, she is one of about 5,000 coaches in the world to hold the Professional Certified Coach (PCC) designation from the International Coach Federation (ICF). With over 2,000 hours of paid coaching experience, Crystal is on track to achieve the Master Certified Coach designation, the most senior level granted by the ICF, in 2018.

Crystal has worked with over 500 clients in a vast array of industries nationally and internationally. Some of her clients include Canada Revenue Agency (CRA), Canadian Partnership Against Cancer, Chartered Professional Accountants (CPA) Canada, Credit Canada Debt Solutions, Folger Rubinoff LLP, Investment Funds Institute of Canada (IFIC), Kids Help Phone, Mackenzie Investments, Regimen Equity Partners, Roche Canada, Scotiabank, TELUS Mobility, and more. Her coaching engagements further include providing career coaching for the Executive MBA program at Western University's Richard Ivey School of Business since 2014.

Crystal possesses an unbridled passion and talent for helping her clients realize their full potential. One of her greatest joys is seeing others make positive and courageous changes. As a coach, Crystal is known for inspiring clients to achieve extraordinary results through insight, clarity and new perspectives.

Crystal holds the designation of Professional Certified Coach, granted by the International Coach Federation. Her roots in helping others develop their coaching acumen date back to 2009. She earned the designation of Adler Certified Professional Coach (ACPC) and for over 6 years she taught coaching skills and provided mentoring, supervision and adjudication of certification exams for the Certified Coach Program at Adler International Learning Inc. In 2015, Crystal designed and launched "Coaching by Design", a skills-based series of virtual labs for emerging and advanced coaches. Since 2015, she has also been an Associate Faculty Member & Mentor Coach for the Business Coaching Advantage Program, which trains business coaches around the world.

Crystal has written for or been featured in numerous publications including the *Financial Post*, *Canadian Living* magazine, the *Toronto Sun*, *Montreal Gazette*, *Metro News* (Toronto, Halifax, Calgary, Ottawa and Vancouver editions), *24 Hours Toronto*, and more.

Crystal holds a Bachelor of Journalism, a certificate in Professional Coaching, a diploma in Christian Studies and is a candidate for an M.A. in Leadership and Management. She holds certifications in individual, team and leadership coaching and numerous assessments.