

Donna Forde, Professional Certified Coach

Donna Forde works with the PeopleDynamics Learning Group (PDLG) as an associate coach and a member of the faculty of our ICF and WABC Accredited Business Coaching Advantage Program™. She brings over two decades of experience in leadership and organizational development, a rich background in individual and team coaching plus extensive facilitation expertise to her work as a PDLG instructor and mentor coach.



Donna is a professional coach, leadership educator, and relationship strategist who is inspired to connect with people and support them in living life authentically by aligning passion with purpose. She believes in the power of gaining insight through curiosity and linking personal intent to measurable outcomes. Donna partners her with clients to support them to shift from inspiration to action. This quote by Nelson Mandela sums up her approach to coaching, “There is no passion to be found playing small - in settling for a life that is less than the one you are capable of living.”

Donna creates meaningful learning experiences by inviting others to explore the edge of who they are becoming. She loves creating connection with others through conversations that are honest, deep, intimate and playful. She shares frameworks and perspectives from a pragmatic and experiential approach that provokes inquiry and evokes possibility. Her supportive, empathetic and open nature creates a safe environment to challenge beliefs. One of Donna’s greatest contributions to developing a dynamic learning space is her ability to observe and sense what is present in the learning field at any given moment and use it to create powerful moments of insight.

In working with individuals, teams and large scale groups, she has helped organizations of all sizes in the public and private sector explore what is possible through self and team discovery, create awareness to frame opportunities and build commitment to take action. She has worked in diverse industries including aerospace, telecommunications, financial services, retail and not for profit.

Donna is currently an internal executive coach for one of Canada’s leading telecommunications companies. In her private practice, Donna’s coaching focus includes leadership development, executive presence, communication, somatic embodiment, personal growth and couples coaching.

Donna’s concentrated approach to coaching and leadership development is a distillation of many years of personal transformation and study. She holds the Professional Coach designation from the International Coach Federation (ICF). She is a Certified Executive Coach through the Professional School of Psychology, a Certified Business Coach through the PeopleDynamics Learning Group, and holds a Master’s Degree in Human Systems Intervention from Concordia University. She is certified to administer a variety of assessment instruments including MBTI, SDI, DISC, and the Rhodes Thinking Intentions Profile. Her work with assessments and modalities coupled with an interest in systemic change and adult human development helps to support increased self-awareness, learning and personal and professional growth for her clients. Her current areas of growth and exploration include mindfulness, systemic constellations and narrative coaching.

Marianne Williamson said: “Our deepest fear is not that we are inadequate. Our deepest fear is that we are powerful beyond measure. It is our light, not our darkness that most frightens us.” Donna believes her role as a coach is to help others shine their light.