

# Crystal Campbell MA, PCC

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Crystal brings a rich and varied background to the PeopleDynamics Learning Group (PDLG). She joined us in 2015 as a coaching associate and faculty member of the Business Coaching Advantage Program™ (BCA) and has provided coaching, training and leadership development to the public and organizational clients of the BCA program. She was part of a team of PDLG coaches to 2018 Prism Award winner, Providence Healthcare. The PRISM is awarded by the International Coach Federation (Greater Toronto Area Chapter) and recognizes organizations, and the coaches they work with, for demonstrating bottom-line results through coaching.



Crystal is one of about 5,000 coaches in the world to hold the Professional Certified Coach (PCC) designation from the ICF. She is a seasoned business leader with over 20 years' experience in communications, marketing, and change management. Prior to transitioning to coaching in 2005, she held senior leadership and executive positions with organizations in the financial services, professional services, not-for-profit and public sectors including the role of Director of Communications at a private post-secondary institution.

Besides her work at PDLG, Crystal is President of c2 coaching + consulting, a boutique career and leadership development firm with offices in Toronto and Ottawa. For over a decade, c2 coaching + consulting has helped spark smart career shifts and sustainable leadership changes in professionals, executives and leaders. Crystal is known for coaching many of the leaders of Canada's top companies to new levels of impact. She partners with clients encountering career choices and transitions, and those with an appetite to become better leaders.

Crystal has over 2,000 hours of coaching experience and has worked with 100s of 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. Since 2014, she has been providing career coaching for the Executive MBA program at Western University's Richard Ivey School of Business.

Crystal possesses an unbridled talent for helping her clients realize their full potential. One of her greatest joys is seeing others make positive and courageous changes. Crystal specializes in inspiring clients to achieve extraordinary results as they gain insight, clarity and new perspectives through coaching.

Her passion for assisting leaders and professional coaches develop their coaching acumen dates to 2009. For over 6 years she taught coaching skills and provided mentoring, supervision and adjudicated the certification exams for the Certified Coach Program at Adler International Learning Inc. In 2015, Crystal designed and launched her own coaching skills-based program entitled, "Coaching by Design" for emerging and advanced coaches.

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 an M.A. in Leadership and Management, a Bachelor of Journalism degree, and a diploma in Christian Studies. She holds certifications in individual, team and leadership coaching and numerous assessments.