



Coaching Advantage for Leaders Program

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About Coaching Advantage for Leaders

What is the Coaching Advantage for Leaders Program?

The Coaching Advantage for Leaders is a program that is designed for leaders who want to bring a coaching approach to their leadership role. The program draws on the content and approach from PDLG's Business Coaching Advantage Certification Program™ that is both ICF Accredited and WABC Accredited (Level 1- RCC)™. We work with organizations to customize our “leader as coach” program to fit their context, culture and time frame for delivery.

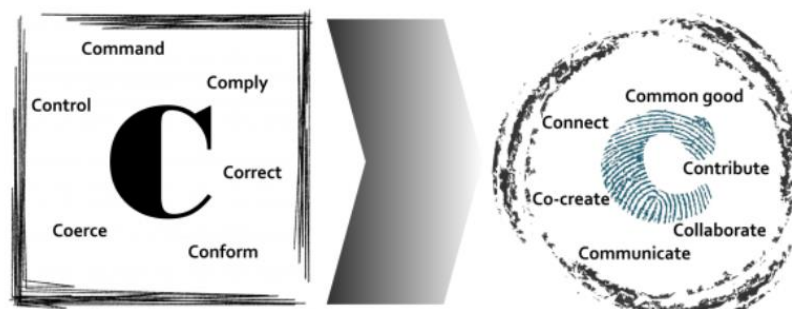
Examples of Coaching Advantage for Leaders programs we have created include:

- 2 consecutive days of classroom training
- 2 days, one day each paced over time of classroom training
- 6 half-day classroom training modules paced over time
- A series of 8-12 interactive training modules delivered virtually on a web platform over a period of time

We also have follow-up practice and application modules, to reinforce and extend learning beyond the initial program.

Why a Coaching Advantage for Leaders Program?

The world in which we work and lead is in the midst of a major culture shift – a big *C Shift* away from old style command and control towards a new, more collaborative way of working. This shift is driven by an accelerating pace of change and the increasing complexity of the challenges we're facing. A crucial implication of this *C Shift* is that collaboration sits at the core of how work gets done and how leaders need to lead.



Effective collaboration requires high levels of *conversation intelligence* and a *social climate* conducive to high quality connections and engagement. The need for this shift is clear. Making it happen, though, is challenging. We help organizational leaders/managers and those who support leaders to successfully make this important shift. One of those important shifts is to shift to a coaching approach to leading and developing people. A coaching approach is a specialized form of conversation intelligence that is an important element in making this shift.

Leadership involves supporting people to learn, grow and perform to their highest potential. Leaders who use a coaching approach enjoy higher levels of employee engagement, increased productivity and a greater sense of job satisfaction. And there is strong support for the effectiveness of a coaching approach to managing and leading in a complex, fast-changing environment that requires tapping into collective creativity.

Who is the Coaching Advantage for Leaders Program for?

- Leaders/managers/supervisors whose role includes supporting and coaching their staff to develop

What does the Coaching Advantage for Leaders Program provide?

Program Overview

This program is a thorough coaching skills training program complete with a coaching model and set of practical coaching tools. The program offers a comprehensive, practical and intensive learning experience to enable participants to competently and confidently practice a coach approach. This program:

- > balances solid theory of business coaching with skill development, practice and application;
- > explores how to develop people in the context of the challenges they face in this ever-changing world;
- > is interactive and experiential
- > is personally and professionally impactful.

Participant Experience

- > Learning experience (face to face or virtual) that is highly interactive

- > Teaching approach that blends exposure to frameworks, models, tools and skills with engaging experiential activities and practice
- > Program structure that includes self-directed study, allowing for paced learning and deeper exploration

Impact and Outcomes:

A personally and professionally impactful experience with focused learning that helps participants gain confidence, capability and competence by making shifts at several levels, including shifts in the participant's:

- > Intentions - what am I trying to bring about through a coaching approach?
- > Attention – what do I need to pay attention to?
- > Mindset – what is the leadership and coaching mindset conducive to this approach?
- > behaviours and practices – what do I need to do differently, more of to be effective?
- > Skills – what do I need to get better at to be a coaching leader?

About PeopleDynamics Learning Group Inc.

Dorothy Greenaway and Melinda Sinclair, principals of PeopleDynamics Learning Group Inc. (PDLG), are internationally recognized experts in leadership coaching, coach education and leadership development. We are the creators of the Business Coaching Advantage Program™ which is accredited by two of the world's most prominent and well recognized coaching associations; the Worldwide Association of Business Coaches™ (WABC™) and the International Coach Federation (ICF). We are also authors of [The Leadership Coach's Advantage: A Guide for Practice](#).

Organizations choose to partner with us because we have:

- > Extensive and deep expertise in designing leadership and coaching programs
- > Exceptional facilitation and mentoring skills
- > Designed a program with a content and focus targeted towards the specific needs of leaders
- > Flexibility in customizing program architecture to meet organizational needs
- > A philosophy and approach that align with organizations who understand that collaboration and effective conversation is at the heart of positive change.

We work with organizations to customize programs for their needs, drawing on our rich body of models, practices and tools related to the key themes of:

- > The C Shift for leadership - understand the shift from command and control to a more collaborative, collective, coaching style of leadership
- > Collaboration – working effectively with others, within teams and across boundaries
- > Social climate – creating and managing a working environment that supports full engagement and productivity
- > Conversation Intelligence – communicating effectively to facilitate collaboration, collective creativity, accountability, ongoing learning and the constructive management of conflict
- > A Coaching Approach – developing others for individual and organizational success

See Appendix for further information about our company, our client list, and detailed profiles of Melinda, Dorothy and our associates Maggie DiStasi and Crystal Campbell, key members of our BCA faculty team.

About Collaborating with PDLG

There are several ways that we collaborate with organization in bringing the Coaching Advantage for Leaders Program to participants.

If you are an organization, options include partnering with us to:

- A) Customize a Coaching Advantage for Leaders Program for your context
- B) Deliver the program for you
- C) Enter into a licensing arrangement with you for you to deliver the program
- D) Certify your internal trainers/coaches to deliver the program

If you are a professional services company who provides programs to organizations, and you would like to add a coaching skills for leaders program to your offerings, options include partnering with us to:

- A) Introduce the Coaching Advantage for Leaders program to your organizational client(s)
- B) Jointly presenting the Coaching Advantage for Leaders program to your client
- C) Collaborating with us and the organization to determine the best way to customized and deliver the program
- D) Certifying you/your team to delivery the program in your client's organization if appropriate

Appendix: More About PeopleDynamics Learning Group Inc.

Dorothy Greenaway and Melinda Sinclair, Principals of PeopleDynamics Learning Group, are experts in coaching, leadership and coach education. Together we have:

- > several decades of direct experience with developing leaders and coaches of leaders in a range of corporate settings globally
- > extensive experience of facilitating learning in groups and with individual leaders
- > effective partnerships with a range of organizations in a variety of industries, on 4 continents, to custom design and deliver leadership and coaching programs
- > gained recognition as the first company in Canada to be approved by the World-wide Association of Business Coaches for the newly created Level 1 Accreditation for our *Business Coaching Advantage Program™*
- > *created the Business Coaching Advantage Certification Program™* which is an ICF Accredited Coach Training Program (ACTP)
- > a large network of professional coaches whom we have trained and provide mentor coaching services across the globe
- > over 22 years coaching and mentoring hundreds of professional coaches towards certification
- > done extensive research, study and training in leadership and coaching
- > be recognized as coaches to Prism Award winners several times
- > while with Adler International, we conceived, co-designed, launched, delivered and trained faculty to deliver the first ICF accredited coaching program in Canada – which is currently being taught in Canada, the United States, Europe and Asia (*Adler Professional Coaching Certificate Program*) As well, we co-designed the award winning *Positive Change: Leader as Coach Program*.

Melinda is one of only a few coaches in the world to be awarded the Chartered Business Coach (ChBC) designation by the Worldwide Association of Business Coaches™, based on a rigorous process designed by the Professional Development Network in association with Middlesex University. She brings a lifetime of experience working and leading in knowledge-based environments to her work. Her formal training includes a doctorate in Linguistics, post-graduate training in psychology, plus extensive training in professional coaching. Melinda's involvement in the coaching profession includes:

- > Founding Board Member of the Graduate School Alliance for Executive Coaching (GSAEC);
- > Curriculum Committee Member for GSAEC, looking into standards for graduate level programs in executive coaching; member of the expert panel on business coaching competencies formed by the Worldwide Association of Business,
- > Member of the Professional Development Foundation and Middlesex University's first accreditation panel for business coaching training programs;
- > Chair of the Workgroup on Professional Standards for Business Coaching.

Dorothy was one of the first professional coaches in Canada to receive the designation of Master Certified Coach by the International Coach Federation. She brings a strong business background to her work, having spent 12 years in the publishing world in various roles. She was Vice President of Sales and Marketing of Prentice-Hall Canada when she started her own consulting, training and facilitation practice in 1990. She has extensive training in professional coaching (Coaches Training Institute, Executive Coaching Institute, Newfield Network, ORSC™) and is a graduate of the University of Saskatchewan. Highlights of Dorothy's contributions to the profession include:

- > Chair of the Program Committee - ICF GTA as well as other committee and community involvement
- > Lead Coach and founding member of the design committee for Up With Women's Next Level Coaching program (for women who have experienced homelessness)
- > Lead Coach and head of coach education in the inaugural year of Future Possibilities' Canada (Kids' coaching program)

Awards

Melinda and Dorothy have been recognized for their design, facilitation and coaching expertise through their involvement with several organizations who have received the prestigious Prism Award both in the Greater Toronto Area as well as globally.

- > Dorothy - ICF GTA Prism Award - Pearson Education (Canada 2004)
- > Melinda and Dorothy - ICF GTA Prism Award - Scotiabank (Canada 2005)
- > Melinda and Dorothy - ICF GTA Special Recognition/Prism - LCBO (Canada 2005)
- > Melinda and Dorothy - ICF International Prism Award - TINE (Norway 2009)
- > Melinda – ICF International Prism Award – NASA (USA 2010)
- > Dorothy – ICF GTA Prism Award – Cathexis Consulting (Canada 2014)
- > Melinda and Dorothy (PDLG) – ICF GTA Prism Award - Providence Healthcare (Canada 2018)

Clients

Examples of clients we have done work with include: Alcohol and Gaming Commission of Ontario, Canadian Broadcasting Corporation, Canadian Tire, CIBC, Cervus Equipment Corporation, Computronix, Dundee Precious Metals, Ericsson (Denmark), Garanti Bank (Turkey), Greater Airports Authority, Hamilton Health Sciences, Joseph Brant Hospital, LCBO, McMaster University, Loblaw, NASA, Nokia (formerly Alcatel-Lucent) Oxford Properties Group, Ontario Shores Centre for Mental Health Sciences, Pearson Education, Rogers Communication, Scotiabank, St Michael's Hospital, Tine (Norway), Woodbine Entertainment Group.

Publications

Melinda and Dorothy are co-authors of [The Leadership Coach's Advantage: A Guide for Practice](#), written for professional coaches and those who support leaders in organizations.

Profiles of Faculty Team

Founder: Dorothy Greenaway, Master Certified Coach



Dorothy is energetic, creative and insightful as a coach, consultant, and facilitator with a wealth of experience working with organizations in Canada, USA, Australia and Europe. She started her management consulting and custom designed training practice in 1990 and has been intensively involved with coaching since 1997. She is Principal of PeopleDynamics Learning Group Inc., in partnership with Melinda Sinclair in the design and delivery of leadership learning experiences and of their Business Coaching Advantage Program™ which is both ICF Accredited and WABC Accredited (Level 1- RCC)™.

As a former executive, she brings extensive corporate experience to her specialty of coaching and inspiring leaders to think in possibility and embrace and excel in purposeful leadership. As a learning facilitator, she is committed to helping Executives, Leaders, HR and OD professionals and professional coaches develop their capacities to focus on matters for them and for their leadership context, so that all can perform to their highest potential.

Before starting her own consulting and coaching practice, she was in the publishing industry with her last role being Vice President of Sales and Marketing with Prentice-Hall Canada. She was a founding faculty member and co-designer of Adler International Learning's Professional Coaching Certificate Program as well as their flagship Positive Change: Leader as Coach program. She acted in several leadership roles at Adler including Program Director and VP Corporate Services between 1999 and 2008. Currently, as co-designer of the ICF and WABC™ Accredited Business Coaching Advantage Certification Program, she enjoys training and mentoring professional coaches from all over the world, seeking accreditation and supervision, as well as leaders striving to take a coach-like approach to their leadership roles.

Dorothy acts as a lead consultant and facilitator on a range of major projects, through her associations with others and on her own, working with clients such as Nokia, Hbc, Scotiabank, Canadian Tire, CIBC, Export Development Canada, Garanti Bank, Hamilton Health Sciences, Greater Toronto Airport Authority, Pearson Education, Providence Healthcare, Tine and Canadian Broadcasting Corporation. She has been recognized as a coach, consultant and facilitator to organizations who were awarded the prestigious Prism Award as follows: Pearson Education Canada (2003), Scotiabank Commercial Banking and LCBO (2004), TINE (2010) and Cathexis (2014). The Prism Award is presented annually by the ICF in recognition of organizations who have enhanced excellence and business achievement through coaching as a leadership strategy.

Dorothy is a Master Certified Coach by the ICF, holds the Registered Corporate Coach™ designation of the WABC™, is a graduate of the Executive Coaching Institute™, has studied with the Coaches Training Institute, the Newfield Network and has completed Co-Active Space's Leadership Development program. She is a graduate of the University of Saskatchewan. Dorothy has been featured in many articles and broadcasts about coaching and is a sought after facilitator and speaker. She is an active member of the coaching community, having held leadership roles with the Greater Toronto Area ICF, volunteers with Up With Women in their Next Level coaching program for women who have experienced homelessness, and works with several other not for profit organizations, to enhance leadership and coaching worldwide.

Founder: Melinda Sinclair, D.Phil, Chartered Business Coach™



"... to live in fullness, without waste of time and potential, expressing one's uniqueness, yet participating intimately in the complexity of the cosmos."

-- Mihaly Csikszentmihalyi

Melinda Sinclair is an executive coach, curriculum designer, facilitator and educator with more than thirty years' experience working in knowledge-based and learning-oriented environments. She previously enjoyed a successful career as a researcher and lecturer in linguistics, focusing on the use of language for effective communication. She is Principal of PeopleDynamics Learning Group Inc., in partnership with

Dorothy Greenaway, in the design and delivery of leadership learning experiences and their Business Coaching Advantage Program™ which is both ICF Accredited and WABC Accredited (Level 1- RCC)™.

As coach and facilitator Melinda brings a depth of knowledge and experience to the challenge of helping her clients develop a more 'integrated intelligence' in their work and life. She enjoys working with highly intelligent, sophisticated and successful individuals who want to use their strengths to create what they truly want for themselves while making a meaningful contribution to the various systems they belong to. Her clients include executives and senior managers, senior scientists and project managers, as well as self-employed professionals.

Her areas of special interest include leadership development for technical experts, leadership skills required for the future, team effectiveness, and effective conversation. Melinda brings to her work a life-long commitment to learning and to being an effective facilitator of others' learning. She combines intellectual acuity with intuition, imagination and an ability to connect with people in a meaningful way. Clients, students and workshop participants especially value her gift to help them contextualize and reframe their challenges and opportunities in a way that expands possibilities.

In addition to managing her active international coaching practice, Melinda is a sought after coaching specialist and designer of leadership learning experiences. She is a preferred provider in Canada for 4-D Systems, a leading team performance enhancement company. Melinda was the original architect and designer of the ICF accredited Adler Certificate Program, which is currently offered in Canada, the US, and Europe. She also led the development of several leadership development programs, some offered in organizations around the world. A partial client list includes: Scotiabank, ScotiaMcLeod, CIBC Wood Gundy, Woodbine Entertainment Group, Canadian Tire, Ericsson, TINE (Norway), Nestle, Dundee Precious Metals, Hamilton Health Sciences, CBC, Loblaw, NASA, and Nokia.

Other coaching related projects Melinda has been involved with include: member of the Founding Board of the Graduate School Alliance for Executive Coaching (GSAEC); founding member of the Curriculum Committee for GSAEC, looking into standards for graduate level programs in executive coaching; member of the expert panel on business coaching competencies formed by the Worldwide Association of Business, the Professional Development Foundation and Middlesex University; member of the first accreditation panel for business coaching training programs; Chair of the Workgroup on Professional Standards for Business Coaching.

Melinda is one of only a few coaches in the world to be awarded the Chartered Business Coach (ChBC™) designation, based on a rigorous process designed by the Professional Development Network in association with Middlesex University. Her formal training includes a doctorate in Linguistics, post-graduate training in psychology, plus extensive training in professional coaching.

A varied and rich life experience complements Melinda's professional experience. She has lived and worked in different countries, successfully navigated several major life changes, and manages (most of the time!) to balance several life roles.



Maggie DiStasi, Professional Certified Coach

Maggie DiStasi works with PeopleDynamics Learning Group (PDLG) as an associate coach and as a member of the faculty of their and of their Business Coaching Advantage Program™ which is both ICF Accredited and WABC Accredited (Level 1- RCC)™. She brings a wealth of business experience as well as coaching and facilitation experience to her work as an instructor and mentor coach.

Maggie specializes in career transition and leadership coaching. She helps people navigate the uncertainty of career transition so they know what to do next and can start taking action. She also works with executives and emerging leaders to develop the mindful leadership skills needed to lead in an age of fast and constant change. She invites her clients to be thoughtful about how they are showing up in order to create sustainable change and success.

Before embarking on her own career transition to coaching in 2009, Maggie established a successful career in financial technology management. Her last position was Vice-President, Technology for one of Canada's major banks, wherein she passed the Partners, Directors and Senior Officers Exam (Canadian Securities Institute) and earned her Project Management Professional (PMP) designation. Maggie was also a contributing author to "Starting a Hedge Fund: A Canadian Perspective," (ISI Publications Inc.), along with several industry journals.

Maggie completed her coach training to become an Adler Certified Professional Coach (ACPC) and now holds the Professional Certified Coach (PCC) designation from the International Coach Federation, along with the Registered Corporate Coach™ designation from the Worldwide Association of Business Coaches™. She is also recognized as an Applied Mindfulness Meditation Specialist (University of Toronto) and is certified in EQ-I 2.0™ assessment. Maggie works with individual career transition clients across a wide variety of industries, and new entrepreneurs. She created and delivers a well-lauded coaching program for women, called: "Break the Glass Ceiling: Develop Essential Skills to Advance Your Career."

In her individual and group coaching work with executives and senior managers, Maggie's clients have included: Panasonic, Canadian Corporate Counsel Association, University Health Network, Sick Kids Hospital, Rogers Communications, Stephen Thomas Ltd., and Marketing CoPilot. She co-facilitated "The Courage to Lead" program at University Health Network, and develops and delivers workshops for many organizations (most recently Ontario Expressive Arts Therapy Association, Mandrake Human Capital, The Mint Agency, and Adler Scandinavia). Maggie is also a mentor and facilitator for Scala Network's "Take the Lead" Leadership Development Program.

Maggie is open-minded and non-judgmental, and known for her deep capacity for self-reflection and awareness-creating. She discovered her expansive sense of humor later in life and is taking great delight in making up for lost time by engaging with her clients in a way that makes personal and professional change accessible. After an early life experience with advanced stage cancer, Maggie learned an important lesson about valuing the quality of our present experience. She helps her clients slow down in the moment to take stock of what exists now and find the courage to nurture their true ambitions.

Maggie is a trained public speaker and has keynoted and delivered speaking presentations across Toronto on the topics of career transition and mindful leadership. She holds a B.A. in Management Economics from the University of Guelph and is currently enrolled in the Strategic Leadership Advanced Certificate Program at University of Toronto.



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 dates 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.