CASE STUDY

CAA Atlantic

Leadership Development Partnership | 2024–Present



THE CHALLENGE

As one of Canada's largest and oldest consumer-based organizations, CAA Atlantic recognized the need to strengthen its leadership development practices to support sustainable growth and help senior leaders guide their teams effectively.

PowerUp Leadership designed a tailored program to support cross-collaboration, career growth, and communication through practical, role-relevant development.

LEADERSHIP DEVELOPMENT PROGRAM

Delivered in person, the program combines interactive training, DiSC Assessments, 1:1 coaching and curated resources. The in-person format builds stronger relationships across leaders, creates space for practice and peer learning, and helps managers become effective team leaders who coach, motivate and inspire their teams.

PROGRAM AT A GLANCE

PARTICIPANTS
30 managers and directors

1:1 LEADERSHIP COACHING
Eight 60–minute sessions per participant with an ICF-Certified Coach

CUSTOMIZED TRAINING
Five in-person, five-hour interactive group sessions over six months

DISC ASSESSMENTS
Individual workstyle assessment for each participant

CURATED RESOURCES
Ongoing learning access through coaching.com

PROGRAM COMPONENTS

Interactive Training
Five in-person, five-hour group sessions

DiSC Assessments
Workstyle insight for every leader

1:1 Coaching
Eight sessions with an ICF-Certified Coach

Curated Resources
Ongoing learning through coaching.com

THE OUTCOMES

GOAL ACHIEVEMENT

80%

of participants' goals were partially or completely achieved by the end of the program.

TRAINING SATISFACTION

9/10

Average satisfaction rating across all five training sessions.

RECOGNITION

2026 Brandon Hall Group HCM Excellence Award – Best Leadership Development Program

CAA ATLANTIC: ATLANTIC CANADA'S TOP EMPLOYER 2025 & 2026 | CANADA'S MOST ADMIRED CORPORATE CULTURES 2025



"Through the classroom training and the one-on-one coaching with Susan, PowerUp Leadership has provided me with the opportunity to provide coaching to my team. I would recommend PowerUp to others... it gets into how to coach, motivate and inspire your team."

Jennifer Weatherhead · Senior Director of Marketing, CAA Atlantic

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