



EXECUTIVE & LEADERSHIP COACHING

Return on Leadership

Your growth is limited by how fast your leaders grow. Coaching closes that gap — and we tie every engagement to the business outcome you need.

7×

Median return companies report on their coaching investment

86%

Made back at least what they invested, most of them more

20

ICF-credentialed coaches, vetted and matched to your leaders

WHAT YOUR ORGANIZATION GETS

- Executives who decide faster and hold their teams accountable
- Managers who lead without becoming the bottleneck
- Senior leaders retained through the transitions that usually lose them
- A succession bench you can name, not hope for

INSIDE THIS GUIDE

Meet the coaches first — 20 profiles with credentials, specialties and best fit. Then how we vet them, what the ROI looks like, what the ICF credential guarantees, and how engagements are structured.

BOOK A FREE COACH CHEMISTRY CALL

PowerUp coaching at a glance

Coaching is designed to create protected space for leaders to think, challenge assumptions, build self-awareness, test new behaviours, and translate insight into action. PowerUp's approach is relationship-focused, agile, evidence-based, and supported by technology and curated learning resources.

RELATIONSHIP-FOCUSED

Trust, candour, confidentiality, and a strong coach-client fit create the foundation for meaningful work.

AGILE & CUSTOMIZED

Goals, cadence, assessments, and resources are adapted to the leader's role, context, and organizational priorities.

EVIDENCE-BASED

Validated leadership assessments and proven coaching practices help sharpen insight and accelerate development.

TECH-ENABLED

Coaching.com supports scheduling, goal tracking, communication, and access to curated leadership resources between sessions.

WHAT COACHING CAN SUPPORT

- Executive presence, influence, strategic thinking, and decision-making
- Communication, difficult conversations, feedback, conflict, and accountability
- Role transitions, succession readiness, delegation, time and priority management
- Team leadership, trust, alignment, inclusive leadership, and organizational change
- Resilience, self-awareness, emotional intelligence, confidence, and sustainable performance

WAYS COACHING CAN BE DELIVERED

- 1:1 executive or leadership coaching** — confidential, individually tailored coaching focused on the leader's goals and real-time challenges.
- Embedded in a leadership program** — individual coaching reinforces classroom learning, assessments, action plans, and behaviour change.
- Group coaching** — peers from different functions or organizations learn together while still working on individual leadership application.
- Team coaching** — intact teams work on trust, alignment, communication, shared accountability, and how they operate as a system.

Susan Power

Founder & CEO | Executive Coach

ICF-MCC

Halifax, Nova Scotia · English



Susan is the Founder and CEO of PowerUp Leadership and brings more than 20 years of experience working with executives, leadership teams, and organizations. Her coaching is business-oriented, relationship-focused, approachable, direct, and results-focused. Susan built her consulting expertise in Toronto, including experience with Accenture, and has worked as an Executive HR Director as well as an entrepreneur and founder of multiple consulting businesses. Drawing on deep experience in talent management, organizational transformation, and change, Susan supports leaders with CEO and board dynamics, executive presence, communication, self-awareness, team effectiveness, and the complex business challenges that come with senior leadership.

AREAS OF SPECIALTY

- CEO & board dynamics
- Executive presence & communication
- Leadership development & self-awareness
- Organizational transformation & change

BEST FIT

C-suite executives, successor candidates, entrepreneurs, and women in executive roles.

CREDENTIALS / TOOLS

MBA; CPHR/CHRL; extensive talent-management and change experience.

Melissa Pylypchuk

Executive Coach, Facilitator & Leadership Consultant

ICF-MCC

Martensville, Saskatchewan · English



Melissa is an executive coach, leadership consultant, facilitator, and educator with more than 3,000 hours of professional coaching experience across more than 100 organizations. She partners with executives, physicians, senior leaders, and leadership teams to navigate complexity, lead change, strengthen communication, and build high-performing cultures. As a Master Certified Coach (MCC), the highest credential awarded by the International Coaching Federation, and a holder of a Master of Arts in Leadership, Melissa combines evidence-based coaching with extensive leadership-development expertise. Her work spans healthcare, government, finance, engineering, construction, education, media, technology, and nonprofit environments. She is particularly skilled in organizational change, emotional intelligence, conflict resolution, strategic leadership, and team effectiveness.

AREAS OF SPECIALTY

- Organizational change
- Emotional intelligence & conflict resolution
- Team effectiveness
- Strategic and values-based leadership

BEST FIT

Mid- to senior-level leaders, executives, physicians, and leadership teams navigating complexity and change.

CREDENTIALS / TOOLS

ICF MCC; MA Leadership; EQ-i 2.0/EQ 360; DiSC; Five Behaviors; LEADS 360; Core Strengths/SDI.

Todd Karges

Executive Coach

ICF-PCC

Hamilton, Ontario · English



Todd brings two decades of leadership experience as a corporate executive and trusted partner to leaders and teams navigating change, uncertainty, ambition, and purpose. His corporate background spans banking, nonprofit/NGO, and technology, where he led teams through high-stakes transitions, capability building, and periods of significant pressure. His coaching has a strong systems-awareness lens: he helps leaders see the expectations, politics, long-standing patterns, and relationships shaping the environment around them, while also understanding their own role within that system. Leaders often work with Todd to navigate difficult conversations, manage competing priorities, recalibrate their leadership identity, or increase their influence during a major shift. Clients value his direct, steady, deeply human style and his ability to turn reflection into grounded decisions and meaningful follow-through.

AREAS OF SPECIALTY

- Systems awareness & organizational dynamics
- Change, uncertainty & transition
- Difficult conversations & competing priorities
- Leadership identity, influence & purpose

BEST FIT

Senior professionals and leaders who feel blocked by complexity, organizational patterns, or a major leadership shift.

CREDENTIALS / TOOLS

ICF PCC; CPCC; ICP-ACC; PMP.

Marielle Métrailer

Executive & Leadership Coach

ICF-PCC

Ottawa, Ontario · English & French



Marielle works with technically accomplished senior leaders in science-driven, regulated, and complex environments who are navigating greater scope, influence, and organizational complexity. An ICF Professional Certified Coach and Erickson Master Certified Coach, she has delivered more than 2,500 coaching hours across more than 100 organizations. Based in Ottawa, she coaches in both English and French and brings a global perspective shaped by corporate experience across North America and Europe. Her background spans pharmaceutical, biotech, luxury goods, marketing, regulatory and scientific affairs, government relations, public relations, and project management. Marielle integrates conscious leadership, emotional intelligence, systems thinking, and somatic practices to help leaders step out of expert mode, think more strategically, and lead with authentic influence.

AREAS OF SPECIALTY

- Strategic leadership in complex environments
- Executive presence & influence
- Difficult conversations
- Emotional intelligence and systems thinking

BEST FIT

Technical experts and senior executives in pharmaceutical, biotech, healthcare, technology, banking, and regulated environments.

CREDENTIALS / TOOLS

ICF PCC; Erickson MCC; Leadership Circle Profile; EQ-i 2.0/EQ 360; Nova Profile; iEQ9 Enneagram.

Vanessa Bragg

Executive Coach & Leadership Development Specialist

ICF-PCC

Vancouver, British Columbia · English



Vanessa is a Professional Certified Coach, HR consultant, and leadership-development specialist with more than 25 years of experience in executive coaching, leadership training, and human resources strategy. She has worked with emerging leaders, senior executives, and C-suite professionals and has led enterprise-wide leadership programs, organizational change initiatives, DEI strategies, succession planning, and talent-management work. Her leadership experience includes roles with BlueShore Financial, Sauder School of Business, and the BC Cancer Foundation, where she developed executive leadership programs, facilitated team coaching, and connected leadership development to business priorities. Her coaching style is engaging, solution-focused, and results-driven, helping leaders strengthen their impact while building resilient, high-performing cultures.

AREAS OF SPECIALTY

- Executive presence & communication
- Emotional intelligence
- Succession and talent development
- Inclusive leadership & organizational change

BEST FIT

Emerging leaders through C-suite executives who want stronger presence, strategic leadership, and succession readiness.

CREDENTIALS / TOOLS

ICF PCC; CPHR; CTDIP; UBC Executive Leadership Certificate; EQ-i 2.0; Insights Discovery; CLC.

Kim Arsenault

Executive Coach & Leadership Consultant

ICF-PCC

Nanaimo, British Columbia · English



Kim is an executive coach, leadership consultant, and educator with more than 25 years of experience in coaching, training delivery, and leadership development. She has worked with leaders across Canada and internationally, including engagements in Ukraine, Cuba, and Argentina, and has delivered hundreds of sessions in leadership, communication, team building, conflict resolution, coaching, and instructional design. Her leadership background includes serving as Director of Government Programs in Executive Education at the University of Alberta, where she led learning initiatives for federal, provincial, and municipal organizations. Kim has also contributed to large-scale development programs using individual and group coaching, 360-degree feedback, action learning, and self-awareness frameworks.

AREAS OF SPECIALTY

- Leadership development & coaching
- Communication & conflict resolution
- Team building
- Adult learning and instructional design

BEST FIT

Public- and private-sector leaders who want practical, interactive development and stronger leadership conversations.

CREDENTIALS / TOOLS

ICF PCC; MA Leadership & Training; BEd Adult Education; MBTI, SDI, EQ 360 and DiSC.

Maggie Coulter

Executive & Leadership Coach

ICF-PCC

Elora, Ontario · English



Maggie is a Professional Certified Coach and Trauma-Informed Certified Coach who supports mid- and senior-level leaders taking on new roles, navigating complexity, or leading through significant change. Her work often focuses on leadership presence, collaborative relationships, confidence, energy and reactivity, and the bigger-picture thinking required at more senior levels. Maggie also has a distinctive specialty in career and leadership coaching for people whose past trauma may be limiting confidence or creating self-doubt in the present. Before moving into coaching in 2009, she built a successful career in financial technology management and served as Vice-President, Technology for a major Canadian bank. Her business experience gives her a practical understanding of demanding organizational systems.

AREAS OF SPECIALTY

- Leadership transitions & presence
- Complexity and change
- Confidence and self-doubt
- Trauma-informed career & leadership coaching

BEST FIT

Mid- and senior-level leaders stepping into bigger roles, navigating complexity, or rebuilding confidence.

CREDENTIALS / TOOLS

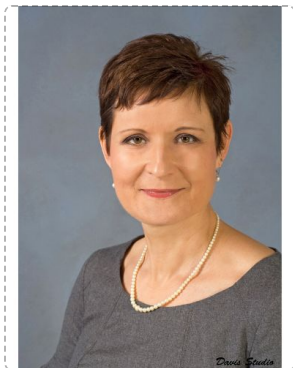
ICF PCC; TICC; Hogan; EQ-i 2.0; Applied Mindfulness Meditation; PMP background.

Nikki Moberly

Executive Coach & C-Suite Trusted Leadership Advisor

ICF-PCC

Washington, DC Metro · English



Nikki is a Professional Certified Coach and executive leadership advisor with 37 years of experience in IT and high technology, including 21 years with Cisco Systems. She has worked extensively with senior leaders, executives, and C-suite professionals leading complex, global, and cross-functional teams. Her corporate experience spans engineering, product management, marketing, operations, customer experience, consulting, sales, and strategy, giving her a strong understanding of the realities leaders face in large organizations. Nikki brings particular depth in impactful communication, executive presence, stakeholder engagement, conflict resolution, strategic thinking, succession planning, and leading through change and uncertainty.

AREAS OF SPECIALTY

- Impactful communication & executive presence
- Leading through change and uncertainty
- Cross-functional leadership & stakeholder management
- Strategic thinking, prioritization & succession

BEST FIT

Senior leaders, C-suite executives, founders, board leaders, and teams in complex multinational environments.

CREDENTIALS / TOOLS

ICF PCC; CBC; CEOLD; Certified Mentor Coach/MS; Leadership Circle; Hogan; DiSC.

Justine Gelevan

Executive & Leadership Coach

ICF-PCC

Halifax, Nova Scotia · English



Justine coaches and trains leaders who want to strengthen the human side of leadership. Since 2014, she has helped leaders build confidence, navigate difficult conversations, give meaningful feedback, inspire accountability, and improve team dynamics. Her approach combines curiosity with practical leadership tools that clients can apply immediately, avoiding one-size-fits-all advice in favour of strategies that fit the leader and organizational context. She has worked across corporate, government, nonprofit, healthcare, retail, and post-secondary settings and supports leaders at every stage from first-time supervisor to senior executive.

AREAS OF SPECIALTY

- Communication & difficult conversations
- Emotional intelligence
- Feedback & accountability
- Leadership confidence and team dynamics

BEST FIT

Executives, managers, emerging leaders, and teams that want stronger communication and healthier working relationships.

CREDENTIALS / TOOLS

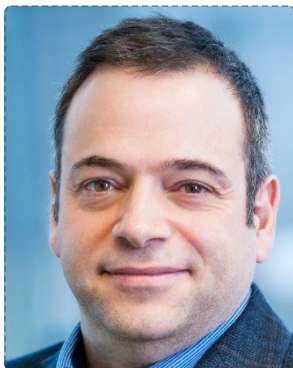
ICF PCC; EQ-i 2.0; also uses CliftonStrengths, Enneagram and DiSC as development tools.

Dr. Alex Vincent

Executive & Leadership Coach

ICF-PCC

Montréal, Québec · English & French



Alex is a bilingual executive coach and facilitator who has coached professionally since 2005. He works best with executives and CEOs in medium to large organizations undergoing transformational change. His background spans professional services, healthcare, financial services, energy and cleantech, and the public sector. Training as a psychological first-aid emergency responder and in mental-health counselling informs his ability to work across demanding contexts while helping leaders shift from relying primarily on data and expertise toward stronger connection, adaptability, and influence.

AREAS OF SPECIALTY

- Transformational leadership & change
- Inclusive leadership & psychological safety
- Executive presence & strategic communication
- Resilience and high-stakes leadership

BEST FIT

CEOs, COOs, C-suite and VP/SVP leaders navigating major organizational change.

CREDENTIALS / TOOLS

PhD; Hogan; DiSC; Birkman; CTIRI mental-health counselling certification.

Kanat Gurel

Executive & Leadership Coach

ICF-PCC

Toronto, Ontario · English



Kanat is a Professional Executive and Leadership Coach with more than eight years of coaching practice and 22 years of experience in strategic business development, executive leadership, and consulting. He has worked across consumer goods, financial services, insurance, retail, science and pharma, and telecommunications, with functional experience spanning finance, HR, IT, legal, corporate affairs, and operations. A former CFO and controller, Kanat helps executives, mid-level leaders, and first-time managers uncover new perspectives, align with core values, and make conscious choices that support sustainable personal and organizational growth.

AREAS OF SPECIALTY

- Executive & leadership development
- Strategic thinking and values alignment
- Business transformation
- First-time and mid-level manager growth

BEST FIT

Executives, mid-level leaders, and first-time managers who value a business-grounded coaching perspective.

CREDENTIALS / TOOLS

ICF PCC; CPCC; Co-Active Leadership Program; former CFO/Controller experience.

Horace Tong

Executive & Leadership Coach

ICF-PCC

Richmond, British Columbia · English



Horace is a Certified Organizational Coach who began coaching professionally in 2018. His current focus is on new leaders stepping into first or expanded management roles, entrepreneurs starting or growing businesses, and individual contributors who want to lead through influence. With a background in technology and higher education, he brings experience in training and development, operations, client relationships, and project management. Horace supports leaders to navigate change, make more concrete decisions, build self-awareness, and create shared accountability rather than carrying every responsibility themselves.

AREAS OF SPECIALTY

- New and emerging leader development
- Change & decision-making
- Strategic leadership & self-awareness
- Entrepreneurial and influence-based leadership

BEST FIT

COOs, VPs, mid-level managers, emerging leaders, founders, individual contributors, and teams.

CREDENTIALS / TOOLS

ICF PCC; Leadership Circle Profile; MBTI; Certified Organizational Coach.

Jeremy Long

Executive Coach

ICF-PCC

Vancouver, British Columbia · English



Jeremy is a Co-Active Certified Coach with more than seven years of leadership and talent-development coaching experience. He works with nonprofit leaders, senior managers, and corporate executives at the intersection of high performance and holistic wellness. His background spans social diversity, LGBTQ2+ leadership, health, and stress management, and his coaching is values-based, reflective, and results-oriented. Through one-on-one coaching, facilitation, and workshops, he helps leaders strengthen strategic thinking, communication, team cohesion, performance management, authenticity, inclusivity, and resilience.

AREAS OF SPECIALTY

- Authentic leadership
- Inclusive leadership & belonging
- Strategic communication
- Team cohesion, wellness & resilience

BEST FIT

Senior managers, executives, and nonprofit leaders seeking transformational growth and inclusive high performance.

CREDENTIALS / TOOLS

ICF PCC; CPCC; BA; experience with leadership workshops and group facilitation.

Jo Bennett

Executive & Leadership Coach

ICF-PCC

Kingston, Ontario · English



Jo coaches senior professionals in the final chapter of their careers to deepen self-awareness and elevate mindset for greater systemic impact. She also supports retirement-stage succession, helping leaders sustain results, transfer knowledge, and navigate the identity shift that can accompany a major career transition. With 14 years of coaching experience, a Master of Arts in Executive and Organizational Coaching, and an ICF PCC credential, Jo combines rigorous coaching with psychology and mindfulness. Her work helps leaders strengthen presence, navigate change, and leave teams and organizations stronger.

AREAS OF SPECIALTY

- Executive transition & succession
- Legacy and knowledge transfer
- Self-awareness & mindset
- Presence, change & sustainable leadership

BEST FIT

C-suite and VP/SVP leaders preparing for succession, retirement, or another significant career transition.

CREDENTIALS / TOOLS

ICF PCC; MA Executive & Organizational Coaching; EQ-i; Hogan.

George Anastasopoulos

Executive Coach

ICF-PCC

Oakville, Ontario · English



George combines more than 20 years of corporate leadership with over 18 years of formal coaching experience. He has logged more than 2,500 coaching hours with leaders ranging from CEOs and presidents to emerging managers across government, manufacturing, sales, pharmaceuticals, financial services, technology, professional services, law, and nonprofit sectors. His corporate career included leadership in marketing, sales, training, and general management with organizations such as Pepsi-Cola, Bausch & Lomb, General Mills, and Hershey. His approach blends belief shifts with practical skill development.

AREAS OF SPECIALTY

- Leadership capability & confidence
- Sales leadership
- Practical management skills
- Culture and team development

BEST FIT

Executives, senior leaders, and managers who want practical behavioural change and stronger leadership habits.

CREDENTIALS / TOOLS

ICF PCC; Thomas PPA, TEIQue, HPTI and Thomas 360; CSL/CPA.

Caroline Chabot Chartier

Executive & Leadership Coach

ICF-PCC

Quebec · English



Caroline coaches fast-progressing leaders and teams, bringing humour, compassion, energy, and a strong focus on development. Her background in senior consulting roles spans performance management, change leadership, and strategic talent management. She helps leaders deepen self-awareness, understand their strengths and potential, collaborate more effectively, and make decisions with greater impact. Her experience includes supporting younger leaders to establish their leadership posture, senior executives to shift toward more authentic leadership, and teams facing performance and trust challenges to rebuild cohesion.

AREAS OF SPECIALTY

- Leadership self-awareness
- Team effectiveness & trust
- Change leadership
- Performance & talent management

BEST FIT

Fast-progressing leaders, senior executives, and teams that need stronger collaboration and cohesion.

CREDENTIALS / TOOLS

ICF PCC; MPO analyst.

Andy Deufel

Executive & Leadership Coach

ICF-PCC

North America · English



Andy brings more than 20 years of leadership experience in pharmaceutical sales and marketing, including leading through mergers, acquisitions, and major organizational change. Those experiences shaped his understanding of leadership under pressure and his empathy for people navigating uncertainty and transition. As a Professional Certified Coach, he supports leaders stepping into new roles, managing change, and improving team communication. Clients value his steady presence, strategic thinking, and practical, people-centred approach to building healthier, more cohesive work environments.

AREAS OF SPECIALTY

- Leadership transitions
- Change & uncertainty
- Team communication
- Strategic thinking & reflection

BEST FIT

Leaders moving into broader roles or leading high-performing, mission-driven teams through change.

CREDENTIALS / TOOLS

ICF Professional Certified Coach (PCC).

Hadi Diallo

Executive Coach & Advisor

ICF-ACC

Toronto, Ontario · English



Hadi is a results-oriented executive coach and advisor with more than 15 years of experience as a senior finance leader in banking. She has led major change initiatives, developed high-performing teams, improved operational efficiency, strengthened employee engagement and retention, and fostered inclusive work environments. Her coaching helps leaders gain clarity and focus, engage their teams more effectively, and design the organizational structures and habits needed for sustained performance. She is known for empathetic leadership, practical problem-solving, and a strong commitment to developing others.

AREAS OF SPECIALTY

- Leadership coaching & development
- Emotional intelligence
- High-performance teams & cultures
- Priorities, overwhelm & organizational effectiveness

BEST FIT

Leaders seeking greater focus, team engagement, inclusive leadership, and sustainable high performance.

CREDENTIALS / TOOLS

ICF ACC; Certified Executive Coach; Hogan; Genos EI; Harvard Business School Online Organizational Leadership Certificate.

Olga L. Lima

M&A Expert & Leadership Coach

ICF-ACC

Toronto, Ontario · English & Spanish



Olga is a leadership-development coach and global executive with more than 25 years of experience leading enterprise-wide leadership development and M&A integration programs. Her background blends engineering, business leadership, and execution-focused transformation. She has led more than 50 major programs, including 30+ M&A integrations and 15+ divestitures representing \$12B in investment. Olga supports emerging and high-potential leaders accelerating toward senior roles and post-acquisition leaders working to convert strategy into execution while strengthening cultural alignment. Her style is direct, warm, authentic, and highly practical.

AREAS OF SPECIALTY

- M&A integration & post-acquisition leadership
- Emerging/high-potential leader acceleration
- Execution excellence
- Cultural alignment and large-scale transformation

BEST FIT

VP/SVP, mid-level and emerging leaders, and teams navigating M&A integration or accelerated development.

CREDENTIALS / TOOLS

ICF certification in progress; MBA; PMP; DiSC; Benchmarks 360; Certified Leadership Coach; Maxwell-certified trainer/coach.

Patrizia Rothenberger

Executive Coach

ICF-PCC

Halifax, Nova Scotia · English



Patrizia is a Professional Certified Coach with more than five years of coaching experience and 700+ coaching hours. She works with leaders from emerging manager through senior executive across HR, service, travel, finance, healthcare, retail, telecommunications, and manufacturing. Her coaching focuses on leadership development, executive presence, confidence, integration, and readiness for future roles. Pat's approach is personal and practical: clients set the agenda, explore new possibilities, challenge limiting beliefs, and develop a customized blend of strengths and behaviours that fits their leadership context.

AREAS OF SPECIALTY

- Executive presence & confidence
- Leadership development
- Role integration & future-role readiness
- Selection, potential and succession

BEST FIT

Emerging through senior leaders preparing for bigger roles, succession, or greater leadership impact.

CREDENTIALS / TOOLS

ICF PCC; ECPC; DiSC; Work Personality Index; Career Values Scale; 360 feedback and potential assessment.

What coaching involves

A practical, confidential development partnership. Coaching is different from training, consulting, mentoring, therapy, or performance management. The coach does not simply prescribe answers — the coach creates a structured process that helps the client think more deeply, see patterns, make decisions, practise new approaches, and follow through on commitments.

1 Discovery & matching

Clarify the leader's context, role, priorities, preferred coaching style, language needs, and any relevant industry or assessment expertise. A strong match matters.

2 Intake & goal setting

The coach and client establish the coaching agreement, define outcomes, and identify the leadership behaviours, business priorities, or transitions that will anchor the engagement.

3 Assessment & feedback

Where useful, validated tools such as DiSC, EQ-i, Hogan, Leadership Circle, SuccessFinder, Five Behaviors, or other coach-qualified assessments provide a shared language and sharper development focus.

4 Ongoing coaching

Sessions typically combine reflection, powerful questions, real-world leadership scenarios, practice, feedback, decision support, and concrete actions to apply between sessions.

5 Alignment / triangulation

When an organization sponsors the coaching, an optional three-way meeting with the leader, coach, and manager/sponsor aligns expectations and discusses high-level progress while protecting coaching confidentiality.

6 Review & sustainment

The engagement closes with a review of progress, lessons learned, goals achieved, remaining development priorities, and a plan to sustain new behaviours after formal coaching ends.

TYPICAL CADENCE

Most leadership coaching works best as a sustained relationship rather than a single conversation. A common cadence is every two to four weeks, with accelerated weekly or biweekly coaching during a transition or high-pressure period and a more spacious monthly cadence for longer executive engagements. PowerUp's manager and communications packages run approximately 3–6 months, while the Executive Inspired Leadership™ package includes ten 60-minute sessions delivered at a cadence suited to the client.

CONFIDENTIALITY

Coaching depends on trust. Session content remains confidential unless the client authorizes specific information to be shared or disclosure is required by law or professional ethics. In organization-sponsored coaching, the client, coach, and sponsor should agree in advance on what — if anything — will be reported. Optional triangulation focuses on goals, alignment, and forward-looking development rather than disclosing private coaching conversations.

The ROI of coaching

Coaching is an investment decision, so it should be argued like one. The business case ties a specific leadership challenge to a business outcome, then weighs the cost of the engagement against the cost of getting that challenge wrong — a derailed transition, a lost senior hire, a team that stops executing.

7×

Median return on investment reported by companies using professional coaching

ICF / PwC Global Coaching Client Study

86%

Of companies able to calculate ROI made back at least their initial investment

ICF / PwC Global Coaching Client Study

5.7×

Average return across 100 executives, with 77% reporting improved working relationships

Manchester Review (McGovern et al.)

788%

ROI in a Fortune 500 engagement once the value of retention was included (529% without it)

MetrixGlobal LLC

WHERE THE RETURN SHOWS UP

Retained leaders. Replacing a senior leader routinely costs a multiple of their salary; keeping one covers a coaching engagement several times over

Faster, better decisions. Fewer stalled calls, less rework, clearer priorities across the leader's whole span of control

Successful transitions. New and expanded roles reach full contribution sooner instead of derailing in the first year

Team capacity. Delegation, accountability and alignment recover leader hours and reduce turnover in the layer below

Succession readiness. A deeper bench lowers the cost and risk of the next senior opening

HOW WE MEASURE IT WITH YOU

Name the business outcome at intake — the decision, transition, metric or relationship the coaching is meant to move

Set two or three observable behaviour changes the leader's stakeholders would notice

Baseline with a validated assessment or 360 where useful, and re-measure at close

Track goals and actions in Coaching.com between sessions

Use optional triangulation checkpoints so the sponsor sees progress against goals without breaching confidentiality

Close with a review of outcomes achieved, value realized, and what sustains the change

Ask us to build the business case for a specific role before you commit — cost of the engagement against the cost of the leadership gap.

[BOOK A FREE COACH CHEMISTRY CALL](#)

Source note: figures above are from published third-party coaching research (ICF/PwC Global Coaching Client Study; Manchester Review, McGovern et al.; MetrixGlobal LLC) and rely on client-reported financial estimates. They describe the coaching category, not a guarantee of results for a specific engagement. PowerUp reports on the outcomes agreed with you at intake.

Why ICF credentialing matters

A recognized professional standard for coach education, experience, ethics, and demonstrated skill. The International Coaching Federation (ICF) is one of the most widely recognized professional bodies for coaching. An ICF credential is not simply a course-completion certificate: candidates must demonstrate coach-specific education, client coaching experience, mentor coaching, performance against ICF coaching competencies, and a passing exam. Credentialed coaches are also expected to follow the ICF Code of Ethics and maintain their credential through continuing education.

LEVEL	EDUCATION	EXPERIENCE	MENTOR COACHING	ADDITIONAL REQUIREMENTS
ACC	60+ hours	100+ hours, 75 paid, 8+ clients	10 hours over 3+ months	Performance evaluation + ICF ACC Exam
PCC	125+ hours	500+ hours, 450 paid, 25+ clients	10 hours over 3+ months	Performance evaluation + ICF Credentialing Exam
MCC	200+ hours	2,500+ hours, 2,250 paid, 35+ clients	10 hours; MCC mentor for portfolio path	Must hold or have held PCC; performance evaluation + ICF Credentialing Exam

WHAT THE LEVELS SIGNAL

ACC — Associate Certified Coach

A strong professional foundation: the coach has met ICF requirements for formal education, experience, mentor coaching, demonstrated skill, and examination.

PCC — Professional Certified Coach

A significantly more experienced practitioner with a higher education and client-hour threshold and demonstrated coaching competency at the PCC standard.

MCC — Master Certified Coach

ICF's highest credential level, requiring prior PCC standing, extensive experience, advanced education, mentor coaching, and demonstrated mastery.

CREDENTIAL MAINTENANCE

ICF credentials are renewed on a three-year cycle. Current renewal requirements include 40 Continuing Coach Education (CCE) credits for ACC, PCC, and MCC, with defined Core Competency and ethics requirements; ACC renewal also includes mentor coaching. This continuing-development requirement is one reason the credential is meaningful for organizations selecting coaches.

Source note: ICF credential requirements verified against International Coaching Federation credentialing and renewal guidance current as of September 2026.

How our coaches are vetted

Anyone can call themselves a coach. Every coach in this directory has been through the same review before being put in front of a client — credentials confirmed, experience tested, and business judgement assessed by our own executive coaches.

- 1 **Credentials confirmed at source**
ICF status is checked against the coach's current credential — ACC, PCC or MCC — along with coach-specific training and mentor coaching. Most of our directory holds PCC or MCC.
- 2 **Coaching experience reviewed**
Logged coaching hours, client volume, leader levels coached, and the sectors and contexts the coach has actually worked in — not just the ones they market.
- 3 **Business and leadership track record**
We look for real operating experience — executive, HR, finance, technical or founder roles — so coaching lands in the commercial reality the leader is working in.
- 4 **Assessment qualifications verified**
Coaches are only matched to tools they are certified to debrief — DiSC, EQ-i 2.0/EQ 360, Hogan, Leadership Circle, Five Behaviors, SuccessFinder, MBTI and others.
- 5 **Interview and coaching demonstration**
A structured interview with PowerUp's leadership, including how the coach works live: contracting, questioning, challenge, ethics, and knowing when to refer outside the scope of coaching.
- 6 **References and client feedback**
Professional references and prior client outcomes are reviewed before a coach joins the directory, and client feedback is collected on engagements after they close.

STAYING IN THE DIRECTORY

- Credential kept current through ICF's three-year renewal and 40 CCE credits
- Adherence to the ICF Code of Ethics and PowerUp's confidentiality standard
- Ongoing supervision, mentor coaching, and peer practice
- Client feedback and engagement reviews after close
- Profile updates as hours, credentials and certifications advance

THEN YOU DECIDE ON FIT

Vetting gets a coach into the directory; it does not decide who coaches your leader. We shortlist two or three vetted coaches against the role, goals and context, the leader meets them in a chemistry conversation, and the leader chooses. If the fit is not right, we match a different coach rather than force an unproductive relationship.

PowerUp's coaching quality standard

PowerUp's core executive and leadership coaching model is built around ICF credentialing, coach-client fit, practical business application, and transparent coach qualifications. Each profile in this guide identifies the coach's current ICF level or status along with relevant assessment and professional credentials.

HOW WE MATCH LEADERS WITH COACHES

LEADERSHIP LEVEL & CONTEXT C-suite, senior leaders, new managers, technical experts, founders, succession candidates, or intact teams.	DEVELOPMENT PRIORITIES Communication, change, executive presence, conflict, strategic thinking, resilience, succession, team effectiveness, M&A, and more.	EXPERIENCE & STYLE Industry familiarity, assessment qualifications, language, location and time zone, coaching style, and the chemistry needed for a candid relationship.
PROGRAM FIT 1:1 coaching, executive package, manager package, communication coaching, group or team coaching, or coaching embedded in a larger leadership program.	ASSESSMENT NEEDS Coach qualification with the tools most relevant to the engagement, such as DiSC, EQ-i, Hogan, Leadership Circle, Five Behaviors, SuccessFinder, MBTI and others.	AVAILABILITY & CADENCE A coach whose schedule can support the desired start date, meeting frequency, and duration of the engagement.

WHAT CLIENTS CAN EXPECT FROM A POWERUP COACH

- A clear coaching agreement, defined goals, and a shared understanding of confidentiality
- Thoughtful questioning and challenge — not generic advice or a predetermined script
- Practical application to real leadership situations and decisions
- Accountability for actions between sessions without turning coaching into performance management
- Respect for the client's autonomy, values, context, and organizational realities
- A willingness to refer the client to another professional when the need falls outside the scope of coaching

Coaching packages & engagement options

Package details can be customized for organizational goals, leader level, timing, and assessment needs.

Executive Inspired Leadership™ Coaching

Designed for executives who want clarity, strategic focus, stronger influence, better decision-making, and greater leadership impact.

- Ten 60-minute virtual coaching sessions with an ICF-credentialed coach
- Coach matching and onboarding through Coaching.com
- Personalized learning resources and goal tracking
- DiSC Work of Leaders assessment
- Optional SuccessFinder Executive Assessment or Leadership Circle Profile 360
- Optional triangulation meeting with the leader's manager or sponsor
- Choice of a recommended leadership book or coaching journal

Manager Inspired Leadership™ Coaching

Designed for managers building confidence, delegation, communication, conflict-management, and leadership identity.

- Approximately 3–6 months of virtual coaching at a frequency that fits the leader's needs
- Coaching with a Professional Certified Coach
- Coaching.com access and goal tracking
- DiSC Agile EQ assessment
- Five Behaviors of a Cohesive Team Personal Profile
- Manager Inspired Leadership™ certification

Custom Focused Coaching

A shorter engagement for a defined leadership priority, transition, or trial of coaching before a longer commitment.

- A common custom structure is approximately three months
- Four coaching sessions can be used for a focused engagement
- One leadership assessment can be incorporated
- Optional sponsor or manager alignment and triangulation
- Online coaching platform access and curated resources
- Option to extend into a longer 6- or 12-month coaching relationship

Coaching beyond 1:1

TEAM COACHING

For intact executive or departmental teams that need stronger trust, alignment, collaboration, and shared accountability. PowerUp can use The Five Behaviors of a Cohesive Team™ Team Profile to surface team dynamics and create a practical development agenda.

GROUP COACHING

For peer cohorts or cross-functional groups. Participants learn with and from one another while applying coaching questions, reflection, and action to their own leadership situations. PowerUp's group approach can incorporate The Five Behaviors™ Personal Profile.

COACHING INSIDE LEADERSHIP PROGRAMS

1:1 coaching can be paired with facilitated training, assessments, manager-development modules, or organization-wide leadership programs. The coaching creates a confidential bridge between program concepts and the participant's real work.

COACHING SKILLS FOR MANAGERS

A structured development program that combines training, group coaching, private coaching, DiSC Workplace, practice, feedback, and Coaching.com resources so managers learn how to use coaching skills with their own teams.

HOW 1:1 COACHING STRENGTHENS LARGER LEADERSHIP PROGRAMS

- Creates a confidential place to personalize broad program concepts
- Helps leaders apply learning to live business challenges between training sessions
- Allows sensitive development priorities to be addressed privately
- Supports accountability for behaviour change over a longer period
- Gives organizations a scalable way to combine shared leadership language with individualized development

ASSESSMENT CHOICES

Assessment selection is based on the purpose of the engagement and the qualifications of the coach. PowerUp materials reference tools including DiSC Workplace, Agile EQ, Work of Leaders, The Five Behaviors, EQ-i 2.0/EQ 360, Hogan, Leadership Circle Profile 360, SuccessFinder, MBTI, SDI/Core Strengths, NOVA Profile, Enneagram, Thomas assessments, PXT Select, and others. An assessment is most useful when it is debriefed in context and connected directly to coaching goals and action.

Coaching FAQ

How long does coaching usually last?

It depends on the purpose. A focused engagement may run about three months, manager and communication packages run approximately 3–6 months, and executive coaching may extend across 6–12 months. Longer engagements create more time to practise, receive feedback, and sustain behaviour change.

How long is a session?

PowerUp's Executive Inspired Leadership™ package uses 60-minute sessions. Other programs may use different session lengths, but 45–60 minutes is a common range for individual leadership coaching.

Is coaching confidential if my employer pays for it?

Yes, confidentiality is foundational. The sponsor and coachee may agree to share goals or high-level progress, but private session content is not normally disclosed. Expectations should be clarified at the outset.

Is coaching the same as therapy?

No. Coaching is future- and action-oriented professional development. It can include reflection on emotions, beliefs, habits, and relationships, but it is not mental-health diagnosis or treatment. Coaches refer clients to appropriate clinical support when needs fall outside the scope of coaching.

What if the coach is not the right fit?

Fit is important. A productive coaching relationship requires trust, candour, and enough challenge to create growth. If the chemistry or expertise is not right, a different coach can be considered rather than forcing an unproductive match.

Can coaching be used for performance problems?

Coaching can support behaviour change, role effectiveness, and leadership development, but it should not be used to disguise a disciplinary process or replace clear performance management. If performance expectations are involved, roles and boundaries should be explicit.

How often do sessions happen?

A common rhythm is every two to four weeks. Weekly or biweekly sessions can be useful during a transition or urgent period; monthly sessions can work well for senior leaders in longer engagements. PowerUp packages allow cadence to be tailored to the client's needs.

What happens in a coaching session?

The client brings current priorities, decisions, behaviours, or challenges. The coach listens, asks questions, surfaces patterns, challenges assumptions, may use relevant tools or practice, and helps the client define actions or experiments to apply before the next session.

What is a triangulation meeting?

A three-way development conversation involving the leader, coach, and manager or sponsor. It can be used at the start, midpoint, or close to align on goals and development priorities. The coachee is part of the conversation, and confidential session details remain protected.

Is coaching the same as consulting or mentoring?

Not exactly. Consultants typically diagnose and recommend; mentors often share advice from their own experience. Coaches primarily help clients think, learn, decide, and act for themselves. Some executive coaches also have advisory expertise, but the role and boundaries should be made clear.

Do I need an assessment?

No. Assessments can accelerate self-awareness and create useful data, but they should support — not replace — the coaching relationship. The right tool depends on the goal, leader level, and the coach's qualifications.

What makes coaching effective?

Clear goals, strong coach–client fit, psychological safety, willingness to experiment, consistent attendance, action between sessions, and enough time to practise new behaviours. Coaching is collaborative; results depend in part on the client's engagement in the process.

What leaders say about working with us

Reviews and testimonials from leaders and organizations PowerUp Leadership has coached. More are published on our Google Business profile and at powerupleadership.ca/testimonials.

“Susan is awesome. I found my time spent with her invaluable as an executive of a company that had just completed a major acquisition — integration, transformation, leadership change and fatigue all at once. She challenged me to take a hard look at who I am, what drives me and who I want to become.”

Slade Murphy, Senior Director
T-Mobile

“The experience with Susan is phenomenal. I couldn’t have asked for a better first experience. My coaching sessions leave me feeling invigorated, and I always feel very good about my thought process.”

Jesse Ercoli, Project Superintendent
Dellbrook JKS

“My coach is stellar. I learned a lot from the assessments and from her recommendations — and I appreciated that they were all evidence-based. Best of all, they are working for me: increased productivity and decreased stress.”

Coaching client
Executive coaching engagement

“Susan has proven to be a valued resource during a period of significant change and transition — a well-informed professional who has repeatedly demonstrated her commitment to delivering on client expectations.”

Kennebecasis Regional Police Force
Client organization

Read more reviews, or add yours, on our Google Business profile.

[WWW.POWERUPLEADERSHIP.CA](https://www.powerupleadership.ca)

Find the right coach for the leadership challenge in front of you.

PowerUp Leadership matches the leader, goals, context, and coaching style with the vetted coach best positioned to support meaningful progress — and ties the engagement to the business outcome you need.

BOOK A FREE COACH CHEMISTRY CALL

RETENTION

529% → 788%

A Fortune 500 coaching engagement measured 529% ROI — and 788% once the value of the leaders it kept was counted. Retention is where coaching pays back fastest: the leaders you develop are the leaders who stay.

CHANGE AGILITY

70%

Seven in ten coached leaders report improved work performance, and 73% stronger communication — the two capabilities that decide whether a restructure, integration or growth push actually lands.

ONLINE

powerupleadership.ca
info@powerupleadership.ca

HALIFAX

(902) 719-6662

TORONTO

(416) 795-4114

