

## **Key Qualifications**

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*Highly respected Master Certified Coach (MCC) and faculty member of the world's preeminent coach training school. Strategic visionary creatively coaching critical path to desired results. Dynamic leadership trainer building immediate trust and rapport, inspiring and empowering development with keen understanding of human behavior and thought provoking insight.*

## **Professional Experience**

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### **JONI MAR & ASSOCIATES, PROFESSIONAL COACHES**

#### **Certified Executive Leadership and Team Coach, Leadership Trainer**

2000- Present

Ten-year record coaching and training executives, managers and teams in Fortune 500 companies, public sector and SMEs in diverse cultures of the Americas, Europe, Asia and Middle East. Industry sectors such as energy and resources, government and health care, technology and communications, finance and human resources.

- More than 2500 hours coaching leaders to develop their competencies, leverage their capabilities, expand their capacity for performance, and collaboration in evolving environments.
- External executive coach for 13 energy leaders from nine countries. Program achieved 90%- 300% increase on their goals after six months, median gain of 91-116% at the end of two-years.
- Created and led a two-day Women's Leadership Program to increase engagement and empowerment of female leadership styles in the High Tech industry. Programs ran in North/South America, Asia Pacific Regions.
- Developed and delivered an innovative virtual individualized leadership program for North American Human Resources managers of a Fortune 500 management consultancy. Generated >98% improvement on the organization's targeted leadership goals. Selected, trained and managed coach/trainers.
- Designed and co-led one-day coach/leadership session for a Global Energy Future Leader Program and at a Communications and High Tech Marketing Global Convergence Forum. Led 15+ similar trainings as part of the organization's Leadership Development Program. Customized for each industry audience.
- Coached two competing national teams merged during hostile take-over. Utilizing in-person and teleconference team coaching for nine months resulted in greater trust between teams, direct dialogue and new allegiances across teams.
- Master Certified Coach (MCC) - the highest designation awarded by the International Coach Federation (ICF) – the profession's worldwide governing body.
- Co-author of The Inspired Business Approach- Building your Business from Inspiration not Perspiration, columnist on workplace issues for *The Province* daily newspaper.
- Business coach and trainer of widely acclaimed federally funded business development series for executives building their own enterprises. Designed and delivered a 12-week program. Incorporated in class training, one on one coaching and field work. Ran five years, 19 consecutive series launching 250 enterprises.
- Co-Chair of the Women's Enterprise Centre (WEC) –a federal financing and training agency for women business owners. Responsible for policy governance, developing corporate vision and strategic ends, advising CEO, administering business loan fund. Provided \$20M in direct and leveraged financing to 200 business creating \$500M in economic activity.

## THE COACHES TRAINING INSTITUTE

### Faculty Member

2004-Present

Responsible for creating a transformative training experience demonstrating world-class leadership and being a powerful role model of a co-active coach while successfully delivering course outcomes for the world's largest coach training school accredited by the ICF. Current roles:

- Core Curriculum Leader
- Orientation Leader
- Certification Program Leader
- Individual Supervisor
- Group Supervisor
- Certification Program Leader Quality Reviewer

## DESIGN FOR LIVING

### Principle, Project Manager, Interior Designer

1990- 2003

- Launched a project management/interior design firm responsible for the design of \$3-5M custom homes, managed project budgets of \$12M+ annually.
- Canadian Woman Entrepreneur of the Year nomination by the Bank of Montreal, recipient of The Canadian Homebuilders Association's highest honor- Gold Georgie, recognized with three national design and three national sales and marketing awards.
- Selected host/relationship coach for a syndicated TV reality program "Room for Love," and host/ interviewer for "By Design" a nationally syndicated educational television program.

## CANADIAN BROADCASTING CORPORATION

### Television Journalist, Producer, Editor

1984- 1992

- Lead journalist for CBC TV news assigned 'news story of the day' led production teams to daily deadline under extreme pressure, produced long format documentaries.
- Crime specialist- broke an international crime ring that resulted in new government legislation, exclusive footage inside police lines of hostage taking, invented reality-style television news coverage.
- Awarded top North American spot news story of the year, nominated for Jack Webster award for long form documentary.
- Canada's first Asian daily news broadcaster. Impeccable credibility and viewer respect. Posted in Ottawa, Regina and Vancouver in preparation for a foreign bureau.

## Education & Professional Development

LEADERSHIP CIRCLE 360 AND CULTURE SURVEY ACCREDITATION, The Leadership Circle	San Rafael, CA. 2009
ORGANIZATION & RELATIONSHIP SYSTEMS COACHING, The Center for Right Relationship	Benicia, CA.2007
MASTER CERTIFIED COACH (MCC), International Coach Federation	Lexington, KY 2007
LEADERSHIP TRAINING PROGRAM, Family of Women	Vancouver, BC 2004
LICENSED PRACTITIONER, Insights Discovery System	Vancouver, BC 2003
THE WOMEN'S WEEKEND, Sterling Institute of Relationship	Oakland, CA 2002
CO-ACTIVE LEADERSHIP PROGRAM, Co-Active Space	Sebastopol, CA 2002
CERTIFIED PROFESSIONAL CO-ACTIVE COACH (CPCC), Coaches Training Institute	San Rafael, CA 2001
ADVANCED COURSE, THE FORUM, Landmark Education	Vancouver, BC 2001
FACILITATOR ACCREDITATION, Virtues Project International	Vancouver, BC 1999
COURSEWORK FOR CERTIFICATE OF INTERIOR DESIGN, BC Institute of Technology	Vancouver, BC 1992-1997
HONOURS BACHELOR OF JOURNALISM Carleton University	Ottawa, ON 1985
BACHELOR OF ARTS- DOUBLE MAJOR PSYCHOLOGY & SOCIOLOGY, University of BC	Vancouver, BC 1983

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## **Selected Affiliations**

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<b>International Coach Federation (ICF)</b> – MCC MEMBER, VANCOUVER CHAPTER LEADERSHIP TEAM, INTERNATIONAL PUBLIC RELATIONS COMMITTEE, 2005 INTERNATIONAL ICF CONFERENCE PRESENTER	2000- Present
<b>Canadian Association of Professional Speakers (CAPS), International Federation of Professional Speakers (IFPS)</b> - NATIONAL PROFESSIONAL MEMBER	2001- 2007
<b>Family of Women</b> – CHAPTER CORE LEADERSHIP TEAM, PROGRAM LEADER, TRAINER, MEMBER	2002- Present
<b>Women's Enterprise Centre</b> - CO-CHAIR, SECRETARY, BOARD MEMBER, BUSINESS MENTOR	1998- 2005

REFERENCES AVAILABLE UPON REQUEST



## Short Biography

Joni Mar is a highly respected results focused executive leadership coach specializing in enhancing performance, leveraging leadership capabilities, and managing the interrelationships of leaders, professionals and teams.

Coaching and leading customized leadership training programs internationally for ten years, she works in Global Fortune 500 organizations, public sector and small business in the industry sectors of technology, resources, finance, health care, government and human resources.

Joni is passionate about coaching individuals who yearn for greater professional success with more ease and personal satisfaction. Clients report her open, direct and dynamic style generates clarity, risk taking and innovation. They experience increased engagement, significant paradigm shifts and exceptional results.

Committed to excellence, she is a faculty member of the world's leading coaching school- *The Coaches Training Institute (CTI)* - where she leads all elements of training for coaches to become professionally certified. She has been awarded the highest designation of Master Certified Coach (MCC) - an accreditation presented to fewer than 1% of the world's 20,000 registered coaches.

Joni brings a 20-year record of business success to her coaching. She has launched three businesses, was nominated Canadian Woman Entrepreneur of the Year by Canada's most established bank and was an international award winning television journalist for the Canadian Broadcasting Corporation (CBC). She is the co-author of *The Inspired Business Approach*, a columnist on workplace issues for *The Province* daily newspaper, and the creator of a business development program that successfully launched hundreds of executives into entrepreneurship.

Joni is certified by The Coaches Training Institute (CTI), has advanced training in Organization and Relationship Systems Coaching (corporate team coaching), earned an Honors Journalism degree in from Carleton University, and holds degrees in Psychology and Sociology from the University of British Columbia. She is accredited in the psychometric assessments *The Leadership Circle 360*, *Culture Survey and Insights*.

She cherishes time with her family, travel, gardening, salsa, Latin jazz and being a hockey mom!

For more information please go to [www.JoniMar.com](http://www.JoniMar.com)