

Key Qualifications

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

JONI MAR & ASSOCIATES, PROFESSIONAL COACHES

Certified Executive Leadership and Team Coach, Leadership Trainer

2000- Present

A successful 12-year record coaching and training private and public sector executives, managers and teams Fortune 500 companies, public sector and SMEs in diverse cultures of the Americas, Europe, Asia and Middle East in industry sectors such as energy and resources, government and health care, technology and communications, finance and human resources.

- More than 2500 hours coaching senior executives, directors and managers within public and private sector developing their leadership competencies, presence, performance and collaboration in evolving environments.
- External executive coach to 13 energy leaders from nine countries. Managers achieved +90%- 300% increase on their goals after six months executive coaching, median gain at the end of two years ranged between 91-116%.
- External executive coach for technical leaders for Avanade Inc, (Microsoft subsidiary) on leadership presence, business results, effective communications, influencing multiple stakeholders.
- Coached two competing national teams merged during hostile take-over. Facilitated in person team coaching session and 9 months of teleconference training that resulted in greater trust between teams, direct dialogue and new allegiances across teams.
- Developed and delivered an innovative virtual individualized leadership coaching program for North American Human Resources managers of a Fortune 500 Global consultancy. Generated +98% improvement on the organization's targeted leadership goals.
- Master Certified Coach (MCC) - the highest designation awarded to 1% of 20,000 credentialed coaches by the International Coach Federation (ICF).
- Created and led a two-day Women's Leadership Program designed for women executives in the High Tech industry. Programs ran in North/South America and in the Asia Pacific Regions.
- 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 customized for target audience as a part of an organization's Leadership Development Program.
- Co-author of The Inspired Business Approach a business manual for entrepreneurs and textbook for Duquesne University. Author of the Canadian supplement to a Business book for The Coaches Training Institute's business course "Jumpstart", 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. 12 week program ran years and 19 consecutive series successfully launching 250 enterprises.
- Co-Chair of the Women's Enterprise Centre (WEC) - federal financing and training agency for women entrepreneurs. Responsible for policy governance, developing corporate vision and strategic ends, hiring and managing CEO, administering \$5M business loan fund, ensuring WEC is adhering to its Western Economic Diversification mandate.

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, most prestigious coach training school accredited by the ICF. Train new coaches and faculty members. Selected from a pool of 495 qualified candidates after three days of intensive in person auditions.

- Corporate Faculty Member: Business development, client relationship management, course design and delivery for corporate audiences.
- Staff Coach: External coach for CTI management and staff.
- Faculty Quality Reviewer: Review colleague's delivery of the CTI curriculum, providing feedback on their strengths, making recommendations for their professional development. Train new faculty members in the Certification program.
- Core Curriculum Leader: Co-facilitate all of five three-day in person courses being responsive to the needs of the particular group, leading collaboratively with training partner, demonstrating masterful coaching, effectively training coaching skills, providing relevant coaching feedback.
- Certification Program Leader: Guide nine international coaches through a rigorous six-month graduate level coach-training program to become professionally certified co-active coaches (CPCCs). Lead engaging informative 90-minute training tele-classes on all elements and application of the Co-Active
- Individual and Group Supervisor: Create a powerful learning experience for coaches by giving feedback on their coaching session. Prepare coaches for oral certification exam by evaluating and scoring coaching.
- Orientation Leader: Lead a lively and inviting initial 90-minute Certification teleconference for up to 90 students. Explain requirements, logistics and expectations of the six-month program, address individual questions with assurance that inspires and motivates new coaches.

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, managing project budgets of \$12M annually.
- Canadian Woman Entrepreneur of the Year nomination by Bank of Montreal, recipient of The Canadian Homebuilders Association's highest honor- Gold Georgie, three national design and three national sales and marketing awards.
- Selected host/relationship coach for 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, groomed for a foreign posting.

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

Selected Affiliations

International Coach Federation (ICF) – MCC MEMBER, VANCOUVER CHAPTER LEADERSHIP TEAM, INTERNATIONAL PUBLIC RELATIONS COMMITTEE, 2005 INTERNATIONAL ICF CONFERENCE PRESENTER	2000- Present
Institute of Coaching Professional Association (ICPA) – MEMBER	2012- Present
Canadian Association of Professional Speakers (CAPS), International Federation of Professional Speakers (IFPS) - NATIONAL PROFESSIONAL MEMBER	2001- 2007
Family of Women – CHAPTER CORE LEADERSHIP TEAM, PROGRAM LEADER, TRAINER, MEMBER	2002- Present
Women's Enterprise Centre - CO-CHAIR, SECRETARY, BOARD MEMBER	1998- 2005

REFERENCES AVAILABLE UPON REQUEST



Short Biography

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

Coaching and leading customized 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 AND are willing to do what it takes to achieve it. Clients say her open, direct and dynamic style produces clarity, risk taking and innovation sparking heightened 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 is a corporate leader as well as trains all aspects of the one year curriculum 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 coaches.

Joni brings a 20-year record of business success to her coaching. She 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* 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 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

Selected Corporate Clients

- Accenture and Accenture Learning, Chicago, IL
- Avanade Inc. Seattle, WA
- BC Lotteries Corporation, Kamloops, BC
- BMO, Toronto, ON
- Canada Health Infoway, Toronto, ON
- Canada Place Corporation, Vancouver, BC
- Community Living British Columbia, Vancouver, BC
- Eugene Water and Electric Board, Eugene, OR
- Fasken Martineau DuMoulin LLP, Vancouver, BC
- Fraser Health Authority, Surrey, BC
- Hollyhock Leadership Institute, Vancouver, BC
- Kwantlen Polytechnic University, Surrey, BC
- MDA, Richmond, BC
- Microsoft, Redmond, WA
- National Energy Board, Calgary, AB
- Rogers Wireless Communications, Burnaby, BC
- Silver Birch Hotels and Resorts, Vancouver, BC
- State of California, Sacramento, CA
- Teck Resources Ltd., Vancouver, BC
- Toronto Community Housing Corp., Toronto ON
- The Coaches Training Institute, San Rafael, CA
- University of British Columbia, Vancouver, BC
- Vancouver Coastal Health Authority, Vancouver, BC
- WorkSafe BC, Richmond, BC

Client Comments

I have accepted the position of Chief Operating Officer! Thanks for all your help in helping me land my dream job. Your coaching has made a real difference in my effectiveness (at work), as well as helping me to better understand my professional priorities and ambition. I feel I'm going to be able to make a real contribution. So, I hope you don't mind if I recommend you!

Vice President, Provincial Health Authority, Vancouver, BC

Joni is one of the most capable coaches I have ever trained under or used. Getting right to the matter at hand, Joni has the tremendous ability to be direct, gutsy, and empathetic all at once.

Gregory Konigshaus, MLT, MBA, CPCC Director, Diagnostics North York General Hospital, Toronto, ON

Joni created the entire Leadership program, assisted in selection of the internal Accenture coaches, and performed all of the coach "training" for the program and was also the lead coach and trainer for the internal Accenture coaches as well as co-leader for several iterations of this highly successful program.

I personally was extremely satisfied with Joni's contributions, and that satisfaction was echoed by the emerging leaders who took the program, all the way to the CLO office (Chief Learning Officer). She demonstrated a deep level of coaching expertise with measurable outcomes, exemplary communication skills, a high degree of professionalism, relationship management and level of trust. The Global Capability Group achieved the highest employee engagement scores of any other group in Accenture (Note; Accenture at the time had over 360,000 global employees, so this was an amazing achievement and Joni's program was a contributing factor.)

Virginia Joyce, Program Manager, Accenture, Global Capability Development, Chicago, IL