**Leadership Coaching with**

**Jenn Lofgren CHRP, CPCC, ACC**



**About Jenn Lofgren**

Jenn Lofgren is a Leadership Coach & HR Consultant specializing in developing leaders and entrepreneurs into the leaders teams crave. Through her coaching, Jenn helps her clients grow into strategic leaders who create both personal and professional balance and success.  
  
Jenn’s background includes over 15 years of experience in coaching, mentoring, gap analysis, and developing strategies to identify and achieve her client’s goals. A Certified Human Resources Professional (CHRP), Certified Professional Coactive Coach (CPCC), and Associate Certified Coach (ACC) with experience in a wide range of industries has given her the critical insight to see the true needs of the business and the teams that drive it. She keeps her client’s goals front and center and challenges clients to be accountable to themselves.

Her areas of expertise beyond coaching including team and leadership development facilitation, succession development, culture development and human resources strategic planning. She is also a facilitator for the Women’s Executive Network and the Canadian Board Diversity Council and was a concurrent session speaker at the 2012 HRIA Conference discussing employee engagement. She is a licensed practitioner and facilitator for Insights Discovery, Navigational Coaching and EQi 2.0.  
  
Professionally trained with The Coaches Training Institute (CTI), the premier coaching organization in North America, Jenn is also a member of the International Coaching Federation (ICF), Calgary Association of Professional Coaches (CAPC), Human Resources Institute of Alberta (HRIA) and Human Resources Association of Calgary (HRAC).

A lifelong volunteer, Jenn has served her community and profession in many ways including volunteering with the YMCA, Kirby Shelter, the Calgary Drop-In Centre and many others. She currently serves as Board Chair for a non-profit organization in the community and is the Director, Marketing & Communications for the Human Resources Association of Calgary’s Board of Directors.

Using a collaborative style, Jenn inspires clients to claim their potential and move into action. Bringing knowledge and expertise to support and guide clients through development, she works with clients committed to long-term growth.

**The Coaching Process**

**Coaching Approach**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Simplify**  **Information** | **Connect**  **With People** | **Empower**  **Possibilities** | **Strategic**  **Thinking** | **Enable**  **Action** |
|  |  |  |  |  |
| Distill and summarize crucial information | See strengths & develop potential | Challenge Perceptions | Conceptualize solutions and articulate the future | Develop practical action plans |
| Recognize patterns and develop alternatives | Build trust and genuinely nurture relationships | Uncover limiting behavior and beliefs | Envision methods, processes and possibilities | Revise approaches based on learning |
| Isolate facts that link ideas, people and events | Bring emotional awareness and understanding | Decision making based on values, purpose and goals | Capture essence of the goal and innovate the how | Remain upbeat in the face of adversity and failure |
| Clarify options | Ask probing questions to deepen understanding | Creating energy and space for learning and growth | Find ways around problems | Create a sense of urgency and energize others to act |
| Make sense out of seemingly unrelated information | Inspire people to believe in themselves and reduce fear | Develop the possible from impossible | Anticipate and adapt to change | Re-invigorate thinking and connect others to personal power. |
|  | Connect with individuals personal motivating factors |  |  |  |