

Cassandra L Gierden, PCC, CUCG

Inspiring the Purpose Within Precise and Impartial Approach

Cassandra Gierden's work in career evolution, creativity and life coaching has been recognized in many major media outlets, including the Globe and Mail, Toronto Metro News, Vancouver Sun, Calgary Sun and Canadian Living magazine.

Through Prophet Coaching, which she founded in 1999, Cassandra has offered both life and leadership coaching. In the area of life coaching, she has pioneered many innovative programs to help individuals find their passions, determine their strengths and learn all the unique qualities they possess. With this self-knowledge, her clients gain the confidence needed to effect positive change in their lives. Her Holistic Coaching™ and Lifeover™ programs combine the guidance of coaching with the expertise of other wellness practitioners, including nutritionists, fitness trainers, naturopaths, financial planners, and massage therapists.

Being both media savvy and articulate, Cassandra was a natural choice as a feature coach in a recent Canadian Living magazine series. Cassandra was able to work with an entire family and an amazing team of professionals. It was a rewarding and enlightening experience in which the team worked toward a common goal in support of the family.

On the business side, Prophet Coaching provides coaching for entrepreneurs, managers and other organizational leaders. In conjunction with their client, Sysco Canada Inc., Prophet Coaching won the 2007 Prism Award of Excellence in Toronto.

Cassandra's success as a leadership coach led her to create another business – Distinct Planning. Cassandra established a unique model for Distinct Planning. Instead of making this a one-person shop, she built a roster of associates who coach clients across North America in organizational and leadership development. Corporate clients benefit greatly by having Cassandra's expertise, not only as a coach, but also as project manager for their entire leadership development program.

Cassandra is a gifted speaker whose talents have been sought out by the Conference Board of Canada, the International Coach Federation (ICF), and the British Columbia Institute of Technology. She is regularly approached to speak about the ongoing benefits of leadership coaching and executive onboarding, which has earned her continued recognition in the media, including Canadian HR Reporter, 680 News, Business Network News, and the Globe and Mail.

Cassandra was motivated to start a career in coaching after receiving help and support from a coach during her own career change. With her coach she identified what she felt really passionate about. This knowledge inspired her to pursue her new career. Through Coach U University and the International Coach Federation (ICF), Cassandra gained her professional coaching certification and is now holder of an ICF Professional Certified Coach designation.

In identifying her passions, Cassandra learned how strongly she believed in giving back to her community. She has given her time and expertise to many organizations, and recently accepted a position on the Board of Directors of her local chapter of Habitat for Humanity. She also has a long history of working with young people to help them become effective leaders and communicators.