

# Cassandra L Gierden, PCC, CUCG

## Summary

Dynamic and creative life and leadership coach who has pioneered programs and workshops that help people find themselves, establish their priorities and develop a personal brand they can rely on to guide them through life's challenges; an engaging and inspiring speaker seeking to branch out and extend her special brand of coaching through other channels, including print and broadcast media.

## Competencies

### Experienced Professional Coach

#### Speaking Engagements

Cassandra is a gifted speaker whose talents have been sought out by numerous organizations;

- The Conference Board of Canada for their Top Talent 2008 Conference in Toronto May 2008
- Habitat for Humanity, Sunshine Coast for Coast Cable 11 Television, March 2008
- The International Coach Federation (ICF) Chapters in Toronto and Vancouver, ongoing
- The British Columbia Institute of Technology, ongoing

#### Media Experience

Cassandra has been featured in a variety of media outlets ongoing including;

- The Globe and Mail, HR Reporter, Business Network News, Canadian Living, The Toronto Star, Metro News and The Vancouver Sun
- One Year Makeover, Life Coach with Canadian Living 2005 -2006

#### Professional Certification & Experience

- International Coach Federation (ICF) Professional Certified Coach (PCC)
- Certified Graduate Coach U University (CUCG)
- Certified Teleclass Leader
- Developed workshops and teleclasses on Building a Strong Personal Foundation, Managing My Life Series, Creating a Theme, Career Evolution and more
- Teaching design and facilitation through BCIT Venture & BEST Entrepreneurial Program, Aspire Entrepreneurial Program, Search | Strategize | Sustain Career Program, Canadian Red Cross Calgary, and the Sunshine Coast Employment Centre

#### Leadership

- Past President of the Greater Toronto Chapter of the ICF, the largest chapter in Canada. Won awards during my leadership for excelling at Membership Development and PR Initiatives
- Chaired the 2004 Canadian PRISM Award team to launch an 86-page template that inspired chapters from around the world to honour businesses in their own community that have achieved excellence through coaching.
- Managerial experience in two Five Diamond hotels. At The Four Seasons I implemented a Front Desk Mentor program to mentor staff on career development.
- Account Management experience for a division of Cossette Communications.
- Have participated in camps and workshops to mentor youth.

#### Awards

##### Prism Award of Excellence, Large Business Category 2007

Sysco Canada & Prophet Coaching, Toronto, Ontario

## Business Owner



distinct planning

### Distinct Planning – *Precise and Impartial Approach*

Leadership development. Using a unique associate coach model, I have developed a team of expert coaches and consultants, all with experience in leadership development. Clients benefit by finding all they need in one package: project management, pre-selected coaching talent and ROI analysis.



### Prophet Coaching – *Inspiring the Purpose Within*

Life and career coaching. Developed innovative programs that help clients identify their core values and use their personal brands to steer their lives in a focused direction.

## Community Focus

- Chair Volunteer Membership Committee, Habitat for Humanity, Sunshine Coast, Current
- PRISM Award Committee with ICF Vancouver Chapter, Current
- Past Director of Volunteer Services with the Wired Woman National Organization
- Event planning for a number of high-profile charity events, including Jacqui Cohen's Face the World Foundation events and a Roots Millennium New Year's Eve event in Ucluelet 1999.

## Recent Media

**Globe and Mail**, Published on Good Friday, March 21, 2008

### "How to Turn Working over the Holidays into a Career Booster "

— Written by Wallace Immen (Featuring Cassandra L Gierden)

**Globe and Mail**, Published on October 24, 2007

### " I am Women, Hear Me Roar "

— Written by Cassandra L Gierden

**Just Business Magazine**, October Issue, 2007

### "Raising the Bar through Coaching"

— An article featuring Cassandra L Gierden

**Metro News, Toronto**, Published July 25, 2007

### Stay out of tense work situations

— Written by Kavita Gosyne (Featuring Cassandra L Gierden)

**Canadian HR Reporter**, Published on July 16, 2007

### "Get on the Right Track with Executive Onboarding"

— Written by Cassandra Gierden

**Globe and Mail**, Published on June 27, 2007

### "Want to Score? Be a Good Sport"

— Written by Wallace Immen (Featuring Cassandra L Gierden)

**Globe and Mail**, Published on April 20, 2007  
**"Back down to earth after the boss returns"**  
— Written by Cassandra L Gierden

**Metro News, Toronto**, Published on November 29, 2006  
**"Email Can Help or Hurt a Workplace"**  
— Written by Kavita Gosyne (Featuring Cassandra L Gierden)

**Canadian Living, MSN online, Outside Magazine**, Published November 2006  
**"How to Give Your Family a Makeover"**  
— Written by Cassandra L Gierden

**Canadian Living Magazine, Fall 2005 - 2006**  
**One year Family Wellness Makeover**  
— Written by Ylva van Buuren (Featuring Cassandra Gierden as their Life Coach)