

Value Proposition

With the help of a confidential coach, one can expect to see noticeable results in the areas of productivity, personal satisfaction with life and work, and the achievement of professional and personal goals. Bruce is a trusted strategic advisor who works with leaders, teams and Boards in the public, private and not-for-profit sectors helping professionals and technical experts transition and grow as leaders. He draws on management and consultant experience that spans sectors, industries, functions, and continents with organizations of six to 60,000 employees. Bruce is available to coach clients for just-in-time decision support to improve the handling of conflict and expand influence. He listens with a business mind and a big heart. He integrates 360 assessment and psychometric tools to bring out the best in everyone he coaches, ensuring successful executive transition to a new leadership role.

Selected Achievements

- As Director with a major Canadian Business School, “The Economist” ranked his team the #1 business career center in the world for employment results.
- Tripled mentorship program to 300 mentors with a 90% match rate by co-developing technology and securing external funding partners. Instrumental in attracting \$1 million investment to support immigrant professionals.
- As part of a marketing and branding strategy, tripled the number of customers and reduced overhead by 20%.
- As Board President of a professional association, focused on governance and branding to grow membership and financial reserves to champion a provincial merger among six diverse organizations.
- Recent coaching assignments include:
 - Executives with Ford Motor Co. leading global teams through acquisitions and culture shift.
 - Coached a VP responsible for building a new team for a US Fortune 500 firm entering Canada.
 - Coached a philanthropist focused on governance, Board expansion and broader influence.
 - Coached a VP team as they built the first e-commerce strategy for a Fortune 500 retailer.
 - Coached the CEO of a tech start-up to improve team engagement and Board relationships.
 - Engineers, analysts and scientists with leadership roles in Fortune 2000 energy and utilities.
 - Public sector leaders implementing program wide organization and culture change.
 - Facilitated the meeting of an Alberta Crown Corporation Board to define strategic priorities in response to an expanded mandate.

Experience

- Osborne Interim Management:
 - Crop Management Network
 - Glacier FarmMedia
 - Premiere Suites
- Vice Chair Rozsa Foundation - organized philanthropy developing leaders in the arts sector
- Director Career Centre, Haskayne School of Business, University of Calgary
- President Human Resources Association of Calgary and Director HR Institute of Alberta
- Adjunct Coach and Faculty, The Centre for Creative Leadership

Qualifications

- Certified Executive Coach (CEC) Royal Roads University; Member International Coach Federation
- Certified Enneagram Coach, The Enneagram in Business Network
- Certified Professional Human Resources (CPHR) (retired)
- Certified 360 Administrator and Debrief Coach, Center for Creative Leadership 360 Assessment Suite

