



Marilyn Friedmann
**Executive, Leadership,
Life Coach & Certified
Management Consultant**
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I serve organizations, leaders & individuals who are committed to transformation (personal, organizational & systems), by drawing forth the best in themselves and others.

By partnering with clients in an authentic, attentive and engaging manner I help you navigate successfully in the midst of constant change and uncertainty.

With over 30 years of experience in organizational leadership, marketing, sales, fundraising, community investment and management consulting I have personal experience in delivering top and bottom-line growth, innovation, and building leadership capacity.

WHY INVEST IN COACHING?

A return on investment of somewhere between 5.29 and 7 times the initial investment in coaching has been reported by several studies.* Business impact areas that benefited the most from coaching in various studies include improved teamwork, improved team member satisfaction, increased retention, increased executive productivity and improvements in organizational strengths.

* Joy McGovern, et.al., in The Manchester Review, Volume 6, Number 1, 2001
Merrill C. Anderson, PhD, Case Study on the Return on Investment of Executive Coaching, 2001

LICENSING & TRAINING

- Certified Management Consultant (CMC), Institute of Certified Management Consultants of Ontario (2008)
- Co-Active Training Institute: Professional Coach Certification (2020); College of Executive Coaching: Coach Training Program (2019); Co-Active Training Institute: Coach Training Program (2018)
- Certificate in Integrated Branding, Canadian Marketing Association (2009)
- Accredited Partnership Broker, Partnership Brokers Association (2006)
- Certificate in Corporate Social Responsibility, University of St. Michael's College affiliated with University of Toronto (2006)

AREAS OF EXPERTISE

- Leadership / Executive Coaching
- Life Coaching
- Transition Coaching
- Career Coaching
- Management Consulting
 - » Strategy Development & Implementation
 - » Community Investment
 - » Collaboration & Cross-sector Partnering
 - » Fundraising
 - » Product & Service Innovation
 - » Revenue Diversification

EXPERIENCE

- Manulife Financial
- Sun Life Financial
- Scotiabank
- CIBC
- World Vision
- United Way
- Plan International
- The Centre for Addiction & Mental Health Foundation
- Maple Leaf Foods
- Starbucks
- Unilever
- Campbell Soup Company
- Mattel
- Nestle
- FINCA
- Anglican Church of Canada

Levels Coached

- CEO / President
- CXO / Board Member / EVP
- SVP / MD
- VP / Director
- Manager / Supervisor
- Volunteer Cabinet Members
- Business / Professional Practice Owners

Post Graduation

- Marketing & Sales
- Fundraising / Fund Development
- Community Investment / Corporate Social Responsibility
- Cross-sector Partnerships