

SUSANNEBIRO

— TELL THE TRUTH. CHANGE THE WORLD. —



I am a senior leadership coach, author, and vegan. I am also a wife, a mother of two, and a reader, writer, and student of yoga.

For well over a decade, I have coached thousands of leaders in Canada, Australia, the United States, and the United Kingdom, as well as in Asia, India, and the Middle East. I have helped all levels of leaders from CEOs to directors and newer managers within a diverse range of industries, including technology, hospitality, financial, pharmaceutical, insurance, communications, manufacturing, energy, airline, real estate, and mechanical and environmental engineering. According to my clients, my strength lies in my *“innate ability to distil the heart of the matter from the clutter and confusion that surround seemingly complex or difficult decisions.”*

I am the co-author of Unleashed! Leader as Coach and the corresponding *Leader as Coach™* workshop, a two-day program which is now available in eight languages (English, Japanese, Chinese, German, Spanish, Portuguese, Russian, and French), and which has been adopted by leading organizations like General Electric, American Airlines, Salesforce.com, American Express, Colgate-Palmolive, Mayo Clinic, T. Rowe Price, Celgene, Eastman Chemical, Masco, Group Health, Calgary Health Region, Invesco, Erie Insurance, Epcor, Motorola, Alcatel Lucent, Husky Oil, Arizona Federal Credit Union, Mercedes, Derma Services, and St. Jude Medical, among others.

Prior to coaching, I was an executive with an international advertising agency where I was part of a team that managed million-dollar hydro and telecommunications accounts. Prior to that, I was a barber for over 12 years, which taught me perhaps the most about human behavior.

I am a Certified Professional Co-Active Coach (CACC). I hold a Bachelor of Arts Degree in Psychology from the University of British Columbia and a Master's Degree in Coaching and Consulting/Applied Behavioral Science from the Leadership Institute of Seattle at Bastyr University. I also earned a Diploma in Technology from the British Columbia Institute of Technology and, over the years, I have completed numerous specialty coach training programs including *Corporate Coaching; A Bigger Game; The Art of Team Coaching; Appreciative Inquiry into Coaching; The Landmark Forum; Group Process and Facilitation; and Advanced Negotiation*. I attended the *Leadership Coaching in Healthcare* conference put on, in part, by Harvard Medical School (2013), and John and Ocean Robbins' Food Revolution Summits (2012, 2013, 2014, 2015). I also hold a Certificate in Plant-Based Nutrition from the T. Colin Campbell Center for Nutrition Studies. I attended the first-ever World Vegan Summit and participated Dr. John A. McDougall's Advanced Weekend Intensive (2015).