



DOROTHY AMMERLAAN *B.ED, ICF*
Executive Coach



Dorothy is a business coach with 30 years of business experience in the telecommunications and airline industries including an extensive focus on leadership development and business coaching with key management personnel at multiple levels. She excels in supporting an individuals' identification of their personal growth opportunities through the deployment of powerful self discovery coaching techniques, management potential evaluation tools, performance assessment programs and business performance scorecards. She specializes in key coaching and communication competencies that support their development, ownership, attainment and evolution of development plans that drive significantly improved leadership skills, sustained performance and business results.

Dorothy has 9 years of business experience with a major telecommunications company accountable for major Call Centres in a Site Director, National Customer Service Director and Operational Director capacity. She had primary responsibility for identifying business challenges - designing, implementing and measuring innovative strategic and tactical strategies to address them. She believes that integral to her sustained business successes was the maximizing of employee potential through the design and consistent delivery of leadership development workshops integrated with a powerful performance assessment and coaching model for Directors, Managers and frontline staff. This resulted in skilled, productive and inspired teams consistently performing at a high sustainable performance level, optimized succession planning and significant human capital successes.

Prior to her telecommunications career, she worked for 21 years with a major Canadian airline in increasingly responsible levels of management in Human Resources, Finance, Marketing, Operational and Planning roles, many of which included similar accountabilities for leadership development and business coaching. She also has 4 years of teaching and coaching experience in the Edmonton secondary education system.

Dorothy's education includes Graduate studies in the MBA program at UBC as well as an undergraduate Education Degree from the University of Alberta, Edmonton. She has further optimized her coaching skills through the Art and Science of Coaching program at Erickson International Coaching College. She has participated in numerous business workshops through UBC, MICA, Justice Institute, company sponsored leadership programs. Her passion is supporting and inspiring others in their continuing evolution towards driving sustainable personal and business successes.