



Joanna Cotton,

CPPC, PCC

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Joanna Cotton is a certified executive leadership coach and team facilitator who specializes in helping senior and emerging leaders and teams maximize potential and improve performance. She has a passion for helping leaders and organizations thrive in an increasingly complex world. By creating a brave and courageous environment, she partners with her clients to develop goals that are in line with their unique values and strengths. She possesses a genuine and approachable conversation style that promotes both reflection and action – empowering her clients to confidently make lasting changes in their professional and personal lives. She has a proven track record in developing impactful leaders who desire to make a positive difference in their world.

### **Business and Leadership Experience**

Joanna has over 25 years of experience developing and leading successful and high performing teams in sales, marketing, product innovation, and strategy. She has held successive executive positions at a number of leading educational publishing companies, as well as the world's largest privately held international educational travel company. Her core strengths and accomplishments as a leader include: creating cultures of inclusion and innovation; inspiring teams to develop and execute best in class strategies; cultivating sustainable partnerships with key stakeholders; and facilitating collaborative cross-functional teamwork in organizational and global initiatives.

As an executive leadership coach, Joanna has contributed to the success of senior and high potential leaders in a range of industries including banking, financial services, retail, manufacturing, pharmaceuticals, education, publishing, and professional services. She draws on her extensive business and leadership experience to create a powerful alliance with her clients, empowering them to deepen their insight, set clear goals, and execute on action plans. As a consultant and facilitator, she works with organizations to develop their leadership culture, strategic planning, team vision and mandate, and team effectiveness.

Joanna is a Certified Professional Co-Active Coach (CPCC) and an ICF Professional Certified Coach (PCC), has completed training in Organization and Relationship Systems Coaching (ORSC), and is a Faculty Member with Co-Active Training Institute (CTI). She is also certified to administer the following assessments: Leadership Circle Profile 360 assessment, Leadership Culture Survey, Leadership Effectiveness Analysis (LEA) 360, and Birkman Signature. She is the co-founder of The Do Good Collective, a social impact initiative designed to engage and activate women who are hungry to change the world.

### **Professional Expertise and Services**

Individual Leadership Development: Executive Coaching, Leadership Development, Influence and Leadership Presence, Culture and Organizational Change, Career Management Team/Group Leadership Development: Team Coaching, Team Effectiveness, Productive Conflict, and Strategic Planning and Visioning.

### **Industry Experience**

Consumer Services, Retail, Financial Services, Consulting, Government, Publishing, Not-For-Profit, Education, Construction Services.