



Sue's Approach:

- Approachable, empathetic and effective with individuals committed to the coaching process
- Brings many tools and techniques for uncovering strengths, personal values & choices
- Create client-centred approach around needs & goals
- Use fun, humour and creativity throughout the journey
- Believe in limitless human potential, greatest barrier is ourselves
- Results-oriented, seeking goal achievement in every meeting moving you closer to your desired outcome
- Seasoned coach with clients spanning across entrepreneurs, senior executives and moms desiring a return to work

Coaching Process:

- 2 hour orientation meeting discussing client goals, past assessments, where appropriate
- Recommend minimum of 10 one hour sessions held bi-weekly or as agreed
- Client owns content, coach designs process to get to goal
- Jointly create assignments in between sessions
- Meet in person or over phone
- Trust, confidentiality and integrity provide foundation for success



Professional Coaching Practice

We all desire to live a fulfilling life, spend quality time with family, be successful in our volunteer and/ or professional lives and enjoy physical, spiritual and financial health. With our lives as busy as they are, sometimes our last priority is to spend time setting these goals and being intentional about how we live our lives now and what we want going forward.

If you are wanting a change and looking for help in making change happen, you should consider the benefits of hiring an experienced coach.

At The Junction helps individuals define their goals, live their personal values, articulate their purpose, acknowledge own strengths and develop appropriate action plans. For those looking to change an aspect of their life, consider embarking on this inside-out coaching process designed to build self awareness and confidence to take you to the next step.

Sue Austin's Background:

Over the past 5 years, Sue has transferred her work and life experience into a full time passion and career in Coaching. Sue brings over 20 years of coaching, building & leading best in class teams in delivering bottom line results for major organizations such as American Express, SickKids Foundation and OgilvyOne. Achieving life balance has been integral to how Sue leads her life, embracing her multiple roles as: mom, wife, entrepreneur, Asthma Society of Canada Board Member & Chair of Marketing Committee, elected Queen's University Councillor, volunteer coach with *Up With Women* and an active school volunteer.

Clients who have benefitted from her results-driven and disciplined coaching approach have succeeded in:

- Building confidence to re-enter the workplace after a hiatus with children,
- Finding clarity in seeking a new career direction,
- Defining meaningful work,
- Managing through a major life transition,
- Marketing their own business and themselves, and,
- Establishing a personal accountability process for balancing career, personal and home demands.

Sue is a graduate of Queen's University (BA, Economics), earned her MBA from The Richard Ivey School of Business at the University of Western Ontario and qualified as a Certified Coach (ACPC) through the Adler International Learning program in 2007.

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Coaching helps People:

- Define meaningful work
- Take action to switch careers
- Going through a life or career transition
- Move past the feeling of being "stuck"
- Bring back life balance