



THE WATERFRONT WAY

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# DEVELOPING EXECUTIVES TO THRIVE IN THE C-SUITE AND BEYOND

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**Waterfront Partners is the leading coaching  
firm for CEOs and Executives as they  
prepare for, enter, and thrive in the C-Suite.**

## WHAT WE DO

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Every C-suite transition is demanding, creates uncertainty, and raises the question: *Will I be successful this time around?*

During executive transitions a tailored coaching program can double the likelihood of your success.

At Waterfront Partners our role is to support you as you prepare for, enter, and thrive in the C-Suite. Ultimately, our goal is to ensure that you significantly influence the course of the business and its stakeholders, for the better.



## WHAT YOU CAN EXPECT

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Our coaching program will help you to assess your new high stakes career situation, and it will help you prioritize where you can add the highest value to your organization and get the best contribution from your team members and Board of Directors.

Experience shows us that different business situations often require unique styles of leadership. We will help you find the most relevant approach for the situation you find yourself in, pushing you to move past your typical behaviours so you can achieve the impact you want.

Throughout each engagement we act as a strategic thinking partner, coach, and business advisor to support your development. We will be sincerely interested in where you can deliver the highest impact to the organization, and to others, and we will pay attention to what inspires you, how you feel, and how you are handling the pressures of the role, and unwarranted fears.

Our clients tell us that experiencing this kind of support helps them to focus, develop their character and be more authentic. And, it helps them build trusting relationships at work, and at home, dramatically impacting the odds of success.

"Natalie is a tremendous Coach - both Executive Coach and Life Coach which is critical because, of course, the two go together. I've worked with a number of coaches and count Natalie amongst the best."

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Kevin McElroy, Fmr President, Nuheat

"Given Brian's past experience as a CEO he has been an excellent coach for my career planning and professional development."

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Jason Mullins,  
President & COO, goeasy Ltd.

## HOW WE WORK

Each coaching engagement moves through 4 phases.



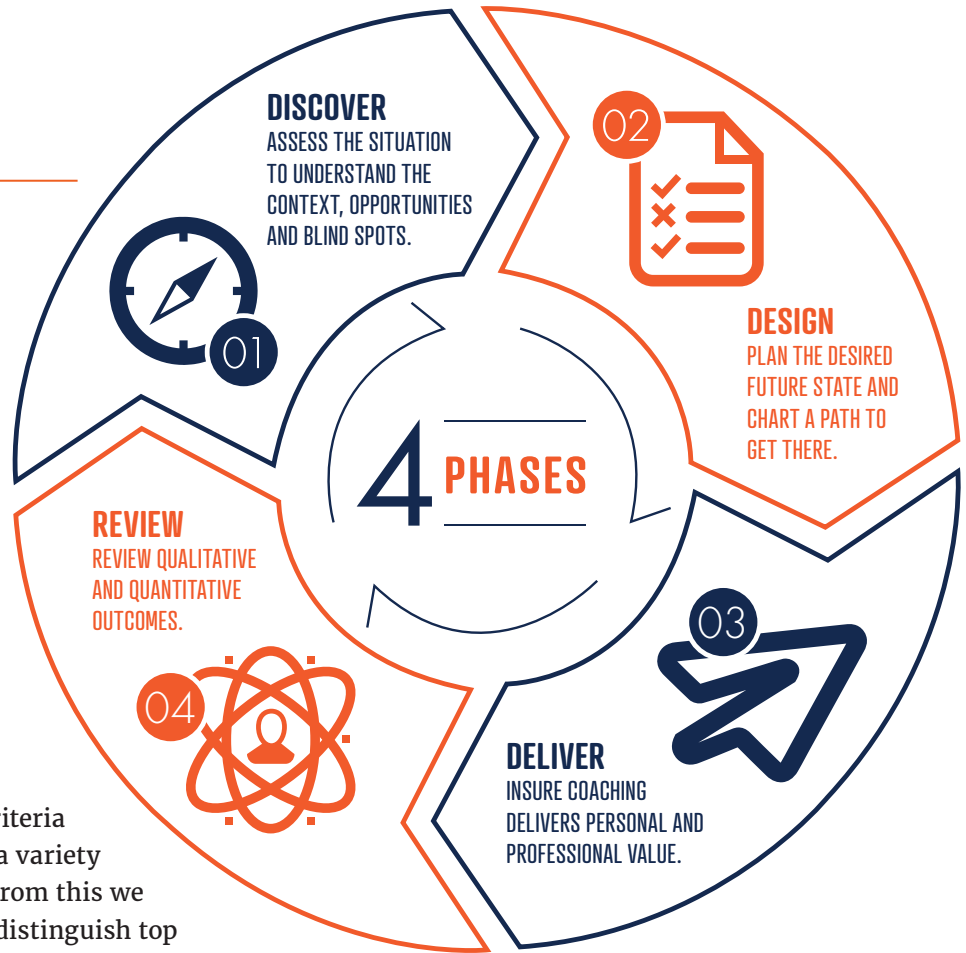
### 01 DISCOVER

- > To begin, we will learn more about you as a person, and provide you with a framework for benchmarking your personal strengths and talents as a CEO or executive.
- > We conducted research on the criteria for top performing CEOs across a variety of CEO awards internationally. From this we have identified the criteria that distinguish top performing CEOs, so you can be confident that you understand what is required of you, and key areas of development.
- > We will also conduct leadership assessments and stakeholder interviews, so you know what it takes to succeed in your specific situation, and you get the benefit of advice from people you respect.



### 02 DESIGN

- > Then, using a team-based approach, we will interpret your situation, and create a customized coaching and advisory program based on your specific situation, context, and stakeholders.
- > Our coaching program will prioritize where we can deliver the highest value and it will focus on key outcomes.
- > And, we will outline our Higher Intent Leadership tool, a method for ensuring you put your energy towards what matters most to you.



"Brian has been a tremendous resource. The strength of Brian as a coach originates from his experience as a senior leader himself. He recognizes team issues, organizational opportunities, and personal matters accurately."

Abraham van Poortvliet,  
Vice President, Technical Safety B.C.





## DELIVER

- > Your coaching sessions will give you an opportunity to step back and think strategically, to process challenging social dynamics, discover your blind spots, and make better decisions.
- > And, your coach will ensure you are getting the full benefit of our entire team by bringing in other Waterfront coaches and advisors with complimentary expertise at key points in the engagement. Our coaches have either held a C-Suite position themselves, or supported CEOs extensively.

"Natalie and Brian's book beautifully illuminates the emotions under the surface of the succession process and suggests the mindsets and conversations the CEO can adopt to make it more successful and fulfilling."

Helen Handfield-Jones,  
Watson Advisors



## REVIEW

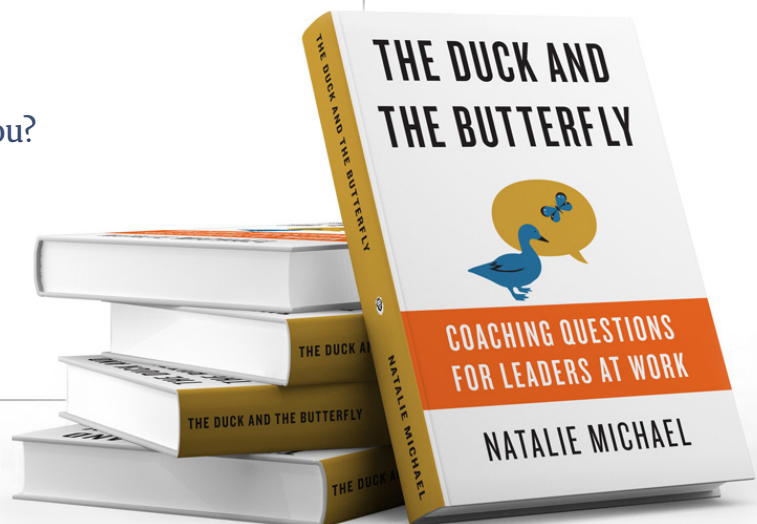
- > The Waterfront Coaching Dashboard is the way we define and benchmark the five key outcomes that define a successful coaching engagement. Although there are dozens of ways we deliver value to you, in our experience these five outcomes lead to 90% of client accolades.

"Natalie was instrumental during my transition to CEO."

Adrian Fleuvog, CEO, Fleuvog Shoes

### THROUGHOUT THE COACHING ENGAGEMENT AND AT COMPLETION WE WILL ASK YOU

1. Did we deliver results?
2. Did we help you lead better?
3. Did we challenge and support you?
4. Did we act as a strategic advisor and thinking partner?
5. How can we improve?



## OUR ADDITIONAL SERVICES

### NEXT CHAPTER CAREER COHORT

The next chapter career program is a 9 month coaching program for C-suite leaders who are transitioning to a new career chapter – one marked by impact, significance, and fulfillment.



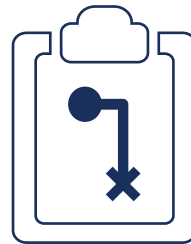
### CEO SUCCESSION BOOTCAMP

This is a one-day event for CEOs and Board Members to help equip CEOs and Board Members to lead the CEO succession process, build trust, and minimize ego plays and politics.



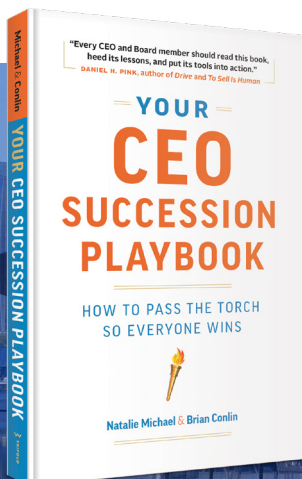
### CEO SUCCESSION ADVISORY

We offer a full range of services to support CEOs and Boards to develop a credible CEO succession process that will stand up to Board scrutiny, and ensure all stakeholders win.



EFFECTIVE C-SUITE  
LEADERSHIP AND  
A FULFILLING LIFE  
DOES NOT HAPPEN  
BY ACCIDENT

Be intentional about  
what you are doing and  
who you are being as  
you create the future  
you envision.



"The decision to name a new CEO is one of the most important a company can make. With Your CEO Succession Playbook in hand, though, you'll be ready. Every CEO and board member should read Brian and Natalie's book, heed its lessons, and put its tools into action".

Daniel H. Pink, author of Drive and To Sell is Human

## THE WATERFRONT PARTNERS



### > Natalie Michael

*Executive Coach, Succession Specialist, CEO Peer Group Leader, Organizational Design and Leadership Development, and Personal Coaching*

Natalie has over 15 years experience as an Executive Coach, 4 years experience as a CEO Forum Chair, and eleven years of award-

winning consulting experience in succession and leadership development. She has coached hundreds of executives from Canada to Africa to New Zealand, consulted on succession transitions with clients ranging from Fortune 100 companies to entrepreneurial start ups, and she is a peer mentor for CEO Forum Chairs with Mackay CEO Forums.

"Natalie is an excellent coach. When I transitioned to President I found her coaching process highly valuable and she had the right blend of backbone, insight, and emotional intelligence."

Neville Israel, Fmr President,  
SunRich Fresh Foods



### > Brian Conlin

*Executive Coach, Succession Specialist, Business Coach, Board Governance Coach, Industry Peer Group Leader, former Global CEO*

Brian brings 38 years of business experience and has held every leadership position from entry level through to CEO of a large,

complex global organization. He went through a successful transition as the former CEO of Golder Associates in 2015, a professional services firm that grew during his leadership from a modest regional business to a global powerhouse with 162 offices around the world and over US\$1 Billion in annual revenue. As a qualified executive coach, Brian completed the coaching training program from Coaching Training International (CTI) in 2015 and the Institute of Corporate Directors course, receiving his ICD.D in 2016. He provides executive coaching to CEOs and other C-suite executives across Canada, who lead organizations of diverse sizes and industries.

"Brian has provided valuable insight and advice in all avenues of our business. I am lucky to get to lean on his experience to help me make better decisions and become a better leader."

Rob Miller, Co-founder,  
Miller Titerle Law Corporation

## TO LEARN MORE PLEASE CONTACT

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