



Clear Impact

Simple truths. Consistently applied.



Dr. Joel M. Rothaizer, MCC, is an executive coach and organizational consultant with extensive training and over 30 years' experience in understanding the functioning of both organizations and the people within them. His focus is on leadership development, executive coaching and team/organizational effectiveness. He assists leaders in finding versatile styles that are more successful, authentic, and energizing. He assists teams and organizations in creating results-oriented cultures vitalized by collaboration and partnership.

He is a Licensed Psychologist and Board Certified in Organizational & Business Consulting Psychology. An Official Member of the Forbes Coaches Council, the International Coaching Federation has designated him as a Master Certified Coach, their highest credential. A Certified Business Coach, he is also on the faculty of the University of Miami Certified Professional Coach Program and Coach University, as well as a Certified Enneagram Consultant and Accredited Enneagram Professional. He takes a mindfulness-based

approach, and integrates models designed to build leadership capacity, the ability to lead more effectively in times of increasing volatility, uncertainty, complexity, ambiguity (VUCA) and rapid change. He is the author of the acclaimed book *Clear Impact: Building Your Leadership Capacity*.

Joel assists his clients in focusing on root causes rather than on energy-sapping symptoms, and in discovering unique and elegant solutions to seemingly complex problems. His clients have included Google, General Electric, Exxon-Mobil, AT&T Bell Laboratories, BNY Mellon, IBM, Enbridge, ADP, Canadian National Railway (CN), Broadridge, Ferrellgas, Grainger, Royal Bank of Canada, PeopleSoft, National Bank of Canada, StorageTek, Wide Open West, Ledcor, HSBC, PCL, US Center for Disease Control (CDC), Government of Alberta, Dialog, Alberta Health Services, Go Auto, Sanofi-Aventis, Edmonton Police Service, Skidmore Owings & Merrill (SOM), ATCO Structures & Logistics, University of Calgary, Rehrig Pacific, Nexstar Pharmaceuticals, New Belgium Brewing, Hagemeyer, STV, Proligo, Strathcona County, Italian Centre Shop, University of Washington, HYL Architects, National Fire Safety, Government of Canada, Government of British Columbia, Nature Conservancy and Los Alamos National Labs. He and his partner, Sandra Hill, designed and for more than five years delivered the leadership effectiveness training for the top 800 leaders in the City of Edmonton.

Coach Approach

- Coaching can be face-to-face, video or telephone, depending on preference and location. My approach is highly customized to my clients, so I'm flexing to their needs and particular situations, rather than having them flex to mine. I can do longer or shorter coaching sessions, more or less frequent.
- Some of what's important in my coaching philosophy:
 - I see two distinct goals in coaching. One is assisting my clients in addressing their immediate issues. The other is capacity building, assisting them through my background in leadership development to be more sustainably successful long after coaching has ended.
 - Coaching should not be just asking great questions. It's also about providing tools, models and perspectives that are cutting edge and actionable, enabling my clients to view their challenges and opportunities through new lenses and to increase their overall leadership confidence and competence through our work together.
 - It's important to assist my clients in changing behavior, as well as making sure that important stakeholders recognize those changes. This does not happen automatically!
 - Integrating my background and perspectives as an organizational consultant is very important, such as understanding that all behavior occurs in context, and the root cause for much behavior lies outside individuals, rather than within them.