

Meet your Coach.



With a vast and deep career as a communications professional, Susan has been serving leaders at the highest levels of Canada's government and organizations from early in her professional career. Susan truly serves her clients in a way that elevates their impact and success in both their professional and personal lives.

Susan Elford

ASSOCIATE CONSULTANT

Susan is a powerful and energetic coach & visionary who activates -- and helps you claim! -- your inner wisdom while building the career or business that maximizes your strengths and desired impact. Susan works primarily with ambitious professionals who are seeking more fulfillment and success from their life and work. They want it all! Her desire to meet people where they are, to shine a light on their personal and professional strengths, and celebrate and promote them to even greater heights, makes her a sought-after coach for professionals and business owners working towards their next level of success.

Susan is known as compassionate, empathetic, insightful and a powerful champion for her clients. Her knowledge of people and infectious enthusiasm for people leadership engages her clients and her community in a way that builds confidence and inspires action.

HIGHLIGHTS OF CLIENT ENGAGEMENTS

- Founded a Coaching firm to better support women building their businesses and careers through powerful leadership coaching, business mentorship and PR strategy for small business.
- Launched Lean in Calgary in 2015 to further her mission to support women in leadership.
- Strategic partner with countless clients seeking to maximize their impact inside organizations resulting in influencing the organization with new, intrapreneurial, approaches to leadership and business results.

AREAS OF EXPERTISE

- Leadership & Organizational Communications
- Authentic Leadership
- Strategy and Reputation Management
- Social and Corporate Responsibility
- Leadership Development for Professional Women

INDUSTRIES

- Energy (natural gas, power, offshore oil, pipelines)
- Government
- Resource & Economic Development
- Social
- Healthcare
- Small Business
- Post-Secondary Education
- Municipal and Urban Planning
- Technology

EDUCATION & TRAINING

- ICF Professional Certified Coach (PCC)
- Co-Active Certified Coach (CPCC)
- Accredited in Public Relations (APR)
- Positive Intelligence Coach (PQ)
- Certified in Public Participation (IAP2)
- Honours Bachelor of Arts & Bachelor of Public Relations
- Certificate in Crisis Communications
- Partial Certificate in Strategic Management (Conflict Management, Leadership Fundamentals & Entrepreneurship)
- Certificate in Leadership Development