



## Erin Waddell

CPA, PMP, PCC,  
MA Leadership

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### Biography

Over a wide-ranging career, Erin has been a successful international speaker, transformational change manager, accountant, educator, software technology consultant, researcher, and project manager, leadership development facilitator, management consultant and executive coach. She is passionate about facilitating in ways that deeply engage people to interact and use their collective intelligence.

Erin's business background includes being a Chartered Professional Accountant (CPA), Project Management Professional (PMP) now lapsed as she has shifted her focus to the development of leaders. She is engaged in her professional communities as past Director of External Relations with the International Coach Federation and past Chair of the Calgary Chapter of CPA's.

Erin believes coaching is about maximizing one's potential and learning to lead with ease. She tells clients during the intake that our learning will happen by holding space for discovery and insights, by playing with new ideas and perspectives versus leaping to solutions and action because they're already experts in that. Erin says, "We are here to work on the tough stuff. My job is to be their thinking partner, a safe place to practice and try out new shifts in attitudes, mindsets and behaviours."

Erin has two sets of credentials on a spectrum. Business Credentials for getting things done and Heart Credentials for getting to the essence of what wants to happen. Her coaching style is at the intersection of compassion and action. Her approach supports transformation by coaching leaders, teams, groups and other coaches. She has also custom designed and delivered leadership development programs for over 25 cohorts of leaders. She has a keen eye on using the organization's vision, mission, values and strategic goals to inform the development needs of their leaders.

Erin has a Masters in Leadership and is a Professional Credentialed Coach with the International Coaching Federation. Certified in Presence Based Coaching, Transformational Presence Leadership and Coaching, Coaching for Leadership, Team Coaching, registered Mentor Coach and is experienced in over 30 assessment tools such as Everything DiSC, Hogan, MBTI, EQi, Core Values and a variety of 360 tools.

Erin actively contributes to the global community through volunteer work with organizations supporting education, health and infrastructure in developing countries. She is a volunteer director with Health Reach Canada and an active participant on development projects in Nepal, Tanzania and Mizoram, India.

*"I care about supporting individual growth from a position of strength, self-acceptance, and self-love versus a negative outlook filled with gaps, deficiencies, and self-criticism. Every strength to an extreme becomes a weakness so the full spectrum of behaviours and attitudes are still explored. This coaching philosophy allows me to be true to my core values which include doing meaningful work, helping others help themselves, staying grounded and learning from anyone and any moment. It is these values that have driven me towards a career in coaching, leadership development, and humanitarian work."*

## CERTIFICATIONS

**Everything DiSC®**

**Five Behaviors®**

**Embodiment  
Coaching**

**The Birkman Method**

**KOLB Learning Styles**

**Strategic Planning**

**Hogan Assessment  
Certified**

**The Five Dysfunctions  
of a Team™**

**TKI Conflicts**

**CIP Career Interest  
Profile**

**EISA 360 Emotional  
Intelligence Skills  
Assessment**

**The Org Advantage**