

## Brenda Chartrand

Brenda Chartrand is an executive coach, public speaker and published author. She also has over 17 years' of experience as a director, senior researcher, and professional facilitator, with a particular talent for executive-level interventions, and managing multi-stakeholder dialogues.



When working with Handfield Jones, Brenda facilitates executive talent reviews and works closely with the senior leaders to help them come to clearer assessments, action plans, and feedback for each of their direct reports. She helps leaders improve their ability to provide insightful, candid, and caring feedback about performance and career development.

In her role as executive coach, Brenda brings a deep understanding of leadership practices, organizational change, and team dynamics that help her effectively support her clients to reach their goals. From her research in organizational effectiveness, Brenda offers her clients insight and findings on organizational performance issues. Her clients represent a myriad of sectors in North America that include banking, transportation, government, recycling, security, and telecommunications.

She has conducted best-practice research that specialized in customer loyalty, total quality management, labor management partnerships, and strategic alliances. She offers support in:

- Leadership coaching and development
- Strategic planning
- Facilitation
- Team development
- Talent management

### EDUCATION AND BACKGROUND

Prior to starting Primebridge Consulting in 2004, Brenda spent ten years at the Conference Board of Canada leading their Organizational Effectiveness practice. Before that, Brenda held an executive position in airline operations at Canadian Pacific Airways.

Brenda has a B.A. in Interdisciplinary Studies from Carleton University and is a certified Executive Coach from Royal Roads University. She is also certified in MBTI Step II, FIRO-B, Smart Skills, Emotional Intelligence (Bar-On), and OneSmartWorld (4DI). She has completed certified courses in group facilitation, conflict resolution and negotiations.