



BARBARA CASSON, CPC

AREAS OF EXPERTISE

Leadership Development
Performance Management
Inter-professional Team
Development
Workshop Design and Facilitation

INDUSTRY EXPERIENCE

University
Healthcare
Corporate
Non-Profit

FUNCTIONAL EXPERIENCE

Operations
Client Service
Human Resources

CERTIFICATIONS

Certified Professional Coach-CTI
Certified Strengths Deployment
Inventory
Certified, EQ, Learning in Action
Certificate Mediation and
Negotiation

SELECTED CLIENTS

Sauder School of Business, Hari
B. Varshney Business Career
Centre
UBC Faculty of Medicine
Vancouver Coastal Health
Rural and Remote Division of
Family Practice
BC Children's Hospital
Canadian Breast Cancer
Foundation, BC/Yukon Division

EDUCATION

Postgraduate Diploma Training &
Consultation
Hunter College School of Social
Work - New York, N.Y.
Master of Social Work
Fordham University - New York,
N.Y.
Bachelor of Social Work
University of British Columbia -
Vancouver, B.C.

With over 25 years of experience, Barbara is an authentic and respected coach, facilitator, and educator with a unique combination of leadership, academic and psychosocial expertise.

Her background as a clinical social worker provides a deep foundation that naturally augments her training as a coach whereby she brings a depth of understanding into the complexity of social behaviour and the interplay between interpersonal and relational dynamics. Highly perceptive and strengths-based, Barbara excels at initiating and guiding people to navigate challenging conversations

Believing that people need to see timely positive change, Barbara is grounded and able to co-create realistic goals that are personally meaningful and have observable results. Barbara is committed to elevating leadership capacity and presence via actionable strategies that align with, and balance organizational expectations with personal goals.

Throughout her career, Barbara has partnered with clients through some extremely challenging times and has a deep appreciation for the resilience and power of the human spirit. Her combination of pragmatism and empathic concern create the space for clients to recognize, uncover and adjust patterns and habits to achieve their optimal performance.

Certified and qualified in multiple assessments she works with clients to enhance their self-awareness and identify and leverage their strengths. Barbara knows that ultimately; any successful work gets done via the relationship and that the coaching partnership is the most valuable tool to facilitate a client's change and growth.

Adjunct Professor and Lecturer at The University of British Columbia she was the recipient of an Award for Excellence in Inter-Professional Teaching in 2014.

We partner with individuals and organizations to explore and unlock their potential.