



MADALENA COUTINHO IAF-CPF™

Madalena Coutinho is a bilingual Senior Associate and Master Facilitator for Personal Strengths Canada Inc. She is also a Certified Professional Facilitator (IAF), Learning and Development specialist, and a professional Keynote speaker. Madalena brings more than 20 years of experience in the areas of team and leadership development, change management and strategic planning.

With a focus on cultural transformation, she encourages clients to take a hard look at their corporate cultures and values, based on the principles that employee engagement, environmental stewardship and social responsibility are the keys to increased organizational productivity.

A believer in lifelong learning and development, Madalena supports organizations to achieve business success by enabling people to work together through a culture of effective communication, collaboration, respect and mutual understanding. Her empowering keynote speeches and workshops renew and inspire audiences throughout North America.

Madalena, holds a BA Psychology (McGill), is pursuing a Certificate in Family Life Education (Concordia), and is a Certified Consultant in Cultural Transformation Tools (Barrett Values Centre). She is also a certified facilitator of the “7 Habits of Highly Effective People” (Franklin Covey).

Clients describe her as authentic, straightforward and inspiring, and they appreciate her ability to offer real-world skills that can be immediately transferred to the workplace for productive results.

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

AREAS OF EXPERTISE

Leadership Development
Performance Management
Change Management
Strategic Planning
Workshop Design and Facilitation
Keynote Speaker

INDUSTRY EXPERIENCE

Public Sector -Federal | Provincial |
Municipal Government
Crown Corporations
Corporate Sector
Financial Services
Education
Health
Nonprofit Organizations

FUNCTIONAL EXPERIENCE

HR Functional Areas
Sales | Client Services
Operations
C-Suite | Executive Leadership

CERTIFICATIONS

Master Facilitator, SDI
Certified Professional Facilitator, IAF
Certified Cultural Transformation
Tools Consultant (Barrett Values
Centre)
Certified “7 Habits of Highly Effective
People” Facilitator (Franklin Covey)

SELECTED CLIENTS

BMO | AMEX | Desjardins
Economic Club of Canada | Junior
Economic Club
John Molson School of Business
Canada Council for the Arts

EDUCATION

McGill University BA Psychology
Concordia University – Certificate in
Family Life Education