



Rosanne Carcasole is an **Executive and Leadership Coach and Facilitator**. She brings her clients over 25 years of real-world business experience. In her senior level marketing roles, she led teams, managed relationships and developed and implemented the strategies necessary to accelerate the success of brands including Coppertone and Dr. Scholl's.

Rosanne is at her best when she's supporting other people in reaching their full potential. Her clients appreciate her support in leveraging their strengths, uncovering their blind spots, overcoming barriers and ultimately, realizing their professional goals. Areas of focus include: strengthening relationship and communication skills, creating an environment of trust and collaboration, increasing influence, and engaging teams through transition. In addition to individual coaching, Rosanne brings learning and development to all leaders within an organization through training and group coaching programs.

Career

- Rosanne Carcasole Coaching, Founder and Owner
- Schering-Plough HealthCare Products: Marketing Director, Category Manager, Product Manager, Account Manager

Professional

- Professional Certified Coach (PCC), ICF
- Certified Professional Co-Active Coach (CPCC), Coaches Training Institute
- MBA, York University (Schulich)
- BComm, U of T
- Co-Active Leadership Program, Coaches Training Institute

Representative Accomplishments

- **Executive and Leadership Coaching:** Over her ten years as a coach, has coached hundreds of individuals to enhance their leadership and management skills. Has undergone a rigorous coach selection process in some of Canada's top organizations, providing the opportunity to coach executives and leaders facing a wide variety of leadership challenges. Coaching process begins with supporting clients in establishing coaching objectives that align with organizational objectives. On-going coaching entails continually supporting clients to increase their awareness through powerful conversations. Action plans are created every session to move forward with goals, and accountability conversations ensure desired behaviour changes are put into practise.
- **Workshops and Training:** Designs and facilitates workshops tailored to the challenges that organizations are facing. Interactive approach ensures high engagement and consistently positive results in the understanding and retention of learnings.
- **Culture Change:** Led a regional program over three years, as part of a national initiative to support a large retail organization in shifting its culture to be more customer-centric. Supported the leadership teams within select retail outlets to work cohesively toward improve employee engagement, to set the foundation for success in improving customer engagement. Measured employee engagement on an annual basis to track improvements and provide a basis for coaching all executives and managers in the areas of Leadership, Vision and Values, Teamwork, Performance Management and Accountability. Successfully supported managers in providing feedback and coaching to their teams to create the necessary mindset and behaviour shifts to improve the customer experience through the region.
- **Group Coaching:** Leads a series of interactive events designed to support groups of managers in transforming their leadership. Leaders develop their own unique development plan and accountability structures are set up to maximize results.