



## **Marc Chouinard**

Strategy Consultant / Researcher & Training Developer / Facilitator / Executive Coach

Marc is a researcher and strategy consultant on individual, leadership and organizational performance, alignment/congruence and transformation.

Marc has a graduate degree in Psychology, and has over 15 years of experience working with individuals and organizations to bring about lasting dramatic change. Over the years, Marc has accumulated over 4500 hours as a performance coach, working with top executives (and their teams), elite and professional athletes, therapists and consultants, and individuals from all walks of life.

Marc's dedication to the deployment of sustainable changes led him to research and design training transfer processes and analysis methods that have proven to increase adoption of new behaviors and ways of being by over 300%. He has designed and facilitated over 195 training, coaching and train-the-trainer programs.

He is the developer of the People-Driven Market Leadership (PDML) methodology — a proprietary methodology and a suite of on-line tools. The PDML facilitates the alignment of the organization's goals, the leader's vision, the organization's leadership, the workforce's culture of execution, and clients' adoption drivers. It also gives each individual the ability, latitude and responsibility to directly contribute to the success of the organization. It allows them to directly support the organization's objectives and desired culture of execution by:

- Aligning their success focuses and professional development plan
- Discovering and aligning all organizational systems that influence their and the organization's performance

Marc's clients include organizations of all sizes, from start-ups to Fortune 500 corporations. Marc works with organizations such as, Yahoo!, Ericsson, Ketchum, FCB, Bombardier, JPMorgan Chase, UBS and several departments of the Canadian Government, and has facilitated programs in Canada, USA, Europe and Asia.