



Cynthia Roney
ICF Certified Executive & Business Coach
Founder and CEO, Executive Passage

SERVICES

Cynthia Roney is a Certified Executive & Business Coach with 25 years business and executive experience including CEO and Board Director (public and private companies). She works as a coach, mentor, facilitator and presenter with a number of organizations including the Women's Executive Network (WXN), Women's Enterprise Centre (WEC), Forum for Women Entrepreneurs (FWE), Minerva Foundation, BC Excels (LifeSciences BC), Canadian Board Diversity Council (CBDC) 'Get on Board' program and Women in Leadership Forum (formerly Women on Board).

In addition, Cynthia provides business and executive coaching directly to her clients through her companies Executive Passage and ActionCOACH. Her clients include:

Business owners

Cynthia works with business owners, typically those in business at least 5 years with 5 or more employees, and revenues of \$500,000 or more, who want to take their business to the next level. As a business coach, Cynthia helps these business owners spend less time working *in* their business and more time working *on* their business and see better results, by focusing on the five key areas that provide the biggest growth opportunities including: Sales, Marketing and Advertising; Team Building and Recruitment; Systems; Business Development; and Customer Service.

High Potential Women

As a female CEO, executive, wife and mother, Cynthia is passionate about helping high potential women executives, business owners and professionals breakthrough to leadership. In coaching high potential women, Cynthia draws on her expertise as an executive and business coach as well as her 25 years of experience navigating a male-dominated business world while raising her family. One of the programs Cynthia offers is the Women in Leadership Breakthrough Program, which provides exclusive one-to-one executive coaching to help guide women executives and business owners from where they are now to where they want to be.

Executives and Board of Directors

Leveraging her executive and Board experience in public and privately held companies and her expertise as a certified executive coach and experienced facilitator, Cynthia works with executives and Board of Directors to help implement change in large organizations. She is also a presenter for the Canadian Board Diversity Council (CBDC) 'Get on Board' program and Women in Leadership Forum, aimed at helping women develop a personal action plan and become Board-ready.

"Success is a journey, not a destination."