



“Coaching empowers people to enhance their effectiveness, realize their potential, and transform their lives!”



“I have been coaching since 2004 and hold the ICF Professional Certified Coach credential. My clients include executives, senior and mid-level leaders who may be wrestling with challenges or questions that impact their effectiveness at work or in life.

I approach coaching as a partnership with leaders who seek to enhance their effectiveness and realize their potential. My role is to challenge and support you to take action and achieve your desired outcomes.

We focus on what matters most to you, in a safe and confidential setting. Our powerful conversations close the gap between your current reality and your desired future state by exploring:

- *your personal operating system;*
- *new tools and resources;*
- *inter-personal relationships; and*
- *new ideas for success and moving forward.*

If you want to explore what’s possible and create more of what you desire in life and at work, I look forward to working with you.”

Coaching Credentials:

Professional Certified Coach (PCC) 2019-2028
International Coach Federation (ICF)
Certified Executive Coach (CEC)
Royal Roads University 2004

Coaching Assessment Certifications & Qualifications:

- Positive Intelligence® mental fitness coach 2025
- EQ-i 2.0®/ EQ 360® certification 2024
- Lumina® Leader, Leader 360 & Spark qualified 2020
- Global Leader Assessment certification 2018
- Leadership Circle® Profile certification 2016
- Certified Financial Coach (CFC-I®) 2014
- Center for Creative Leadership Skillscope® 360 facilitator

Education & related Professional Development:

- The Neuroscience of Coaching 2026
- Art of Developmental Coaching Coaches Rising 2022
- Prosci® Change Management Certification 2018
- The ADD Coach Academy 2006
- Niagara Institute Leadership Development 2002
- M. Sc. (Engineering) University of Calgary 1991
- B. Sc. (Geography) University of Alberta 1984

Fern Schultz CEC, PCC, M.Sc.

“Coaching on Focus”

With Fern as your coach, you are partnering with an experienced leader who brings a rich tapestry of life experience to her coaching practice. Fern has over 3 decades of experience as a leader in corporate, public and private sector and non-profit organizations, and faced many of the same challenges experienced by leaders today. Fern has conducted over 3400 coaching sessions supporting leaders on 6 continents, in a wide range of industries and businesses including technology, energy and utilities, financial services, higher education, consulting services, manufacturing, health services, retail, government agencies and more.



EXPLORE WHAT’S POSSIBLE!

Fern explores what’s possible and finds balance through coaching, personal wellness activities (such as yoga, running, cycling, gardening and golf), & by contributing locally and globally, including as:

- Habitat for Humanity Victoria Board Director, President and Vice-President (2019- present)
- Vancouver Island Coaches Association Treasurer (2020-2021)
- Habitat for Humanity Global Village international project volunteer (2008-2019)
- Capital Region District Water Advisory Committee member (2009-2015)

Fern is based in the Pacific time zone in Victoria, British Columbia CANADA located on the traditional, unceded territories of the Lekwungen-speaking peoples, known today as the Esquimalt and Songhees Nations.

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