

Cynthia Roney Brings 25 Years Business Experience to ActionCOACH in Canada

By ActionCOACH

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After four months of extensive due diligence, Cynthia Roney began to appreciate the depth of the organization and the substantial experience and professionalism of its coaches.

Master Licensee Greg Kopchuk welcomes Cynthia Roney as an ActionCOACH in Canada. ActionCOACH is the leading business and executive coaching firm, founded by Brad Sugars in 1993.

Roney's business is based in Vancouver, Canada, home to the 2010 Winter Olympics and gateway to the Pacific Northwest.

Already a Certified Executive Coach through Royal Roads University, Roney is not new to coaching. She also has 25 years of business experience in large corporations and early-stage startups.

"The business model and framework of ActionCOACH was perfectly aligned with my business experience and personal interests; I felt it was simply time for me to create my own business - so joining the organization was really a matter of timing for me," she said.

Prior to joining the ActionCOACH franchise, Roney was a "hands-on" business professional with 25 years experience. She held several senior executive positions, including CEO and President (public and private companies), Board Director, VP Business Development, VP Marketing and Sales.

Her industry experience focused primarily on medical devices, healthcare and life sciences. Throughout her career, Roney has also mentored and developed others and she provided pro-bono coaching to the Minerva Foundation for the "Helping Women Work" program.

One of her most significant accomplishments was leading her company through medical device commercialization - from concept drawing and engineering development to international clinical trials, FDA PMA approval and launch to the global marketplace.

"It was a complex process with enormous risks and challenges, but an incredible experience and I will forever be proud of my team who made it all happen," Roney said.

Roney finds coaching to be a perfect alignment to her passion for business and people, as well as her hard-earned experience as a business executive.

"I believe that to be an effective coach, you have to have 'been there, done that,' and faced the challenges your clients may be confronted with," she said. "I was drawn to coaching because I wanted to be coached as well as learn the skills to coach others."

After carrying out thorough due diligence, Roney realized ActionCOACH would be a good fit for her.

"My initial impression of ActionCOACH was positive, and as I continued through four months of due diligence, I appreciated the depth of the organization and the substantial experience and professionalism of its coaches," she said. "ActionCOACH has continued to be impressive."

Roney is satisfied with her research into the world's leading business and executive coaching firm.

“I was able to conduct my own comprehensive assessment without any pressure, and ActionCOACH was completely transparent in giving me access to the people I wanted to meet with. Clients shared with me the tremendous benefits they have experienced in their business and personal lives as a direct result of working with their ActionCOACH. And I was blown away by the level of business experience and exceptional quality of the coaches I met in Canada and the US,” she said.

Roney is excited about giving back to the community in her new role as an ActionCOACH. Her business will focus on coaching the owners of small and medium sized businesses and executives, particularly business women and medical professionals.

“I want to understand what’s working, what’s not, and see how I can help business owners bring back ownership and enjoyment in their business. This is a great opportunity for me to ‘pay it forward’,” she said.

A passionate equestrian and four-time marathon runner with an active family life, Roney is also a CEO mentor for BC Excels (Life Sciences British Columbia); member of the Vancouver Board of Trade and Women’s Leadership Circle; Women’s Executive Network; Chamber of Commerce; Forum for Women Entrepreneurs; the International Coach Federation (ICF); Southlands Riding Club and BNI West Side.

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