

COACHING-WORKS!



INSPIRING YOUR BEST

ARE YOU READY TO TAKE YOUR COMPANY TO THE **TOP?**

AT A TIME when many companies struggle to find and retain the talented staff needed in a hot economy and others have never recovered from downsizing, Visionary Speaker and Executive Coach, Martin Sawdon ensures that your company emerges as a talent magnet.

"A workplace about which staff brag is one where everyone wins," says Martin Sawdon. "It is the pinnacle of corporate success, The Sustainable Workplace™ where increased talent retention, profitability, productivity and customer loyalty are enjoyed by stakeholders and shareholders alike."

The Sustainable Workplace™ is characterized by peaks of achievement Martin refers to as "The Sustainability Range": combined they create the highest summit of all, Mt. Sustainability.

Mountains are climbed following adequate preparation, with appropriate equipment and skills, the necessary fitness and conditioning, and most importantly, a proven trail map plus accurate knowledge of the destination. A continuous step-by-step process is needed to reach the summit.

So too, visionary leaders are guided step-by-step to their own organizational pinnacle, Mt. Sustainability, by Coaching-Works! owner, Martin Sawdon.

Through his refreshing keynote presentations, stimulating workshops such as The Forgotten Foundation of Leadership, and thought-provoking executive coaching, Martin shares his passion for creating The Sustainable Workplace™ after uncovering the secrets of organizational success during his extensive work experience in Europe and Canada.

Says Martin, "I want to see your organization at the top: let's go!"



ABOUT MARTIN

With more than 25 years in the private and public sectors, small business and large, as employee, consultant and business owner, Martin has been crusading for the creation of The Sustainable Workplace since 1998. With experience in landscape architecture, banking, civil engineering, voluntary work, media relations, and direct sales, Martin considers this the most important work he has ever done.

Armed with degrees in civil engineering and landscape design, Martin blends the nuts and bolts of business operations with the fine art of human relations to create cultures which grow their people instead of consuming them. In addition, he is a Certified Coach, a trained public speaker and qualified as an Associate of the British Institute of Banking. Martin worked in Switzerland, England, and Scotland prior to coming to Canada in 1982.

Martin is known as a “people” person and draws on his rich background to create effective relationships with his clients. A few of his previous achievements illustrate the diverse interests to the benefit of his clients.

- *Conceived and mounted 27 media relations initiatives including coaching the subjects of media interviews with a 96% success rate.*
- *Coached volunteers in creating publicity for not-for-profit endeavors*
- *Reduced construction costs of an outdoor sculpture by 29% by substituting an unorthodox alternative material.*
- *Created partnerships between the public sector, industry and voluntary organizations to promote environmental stewardship and research*
- *Devised a non-stop stretcher-carrying technique for a mountain rescue team and coached the team during its implementation. Estimated reduction in casualty retrieval times was 25%.*
- *Co-lead marriage enrichment groups with his wife, Nesta, to foster even better relationships.*
- *Coached the chairperson of a fundraising campaign with exceeded its target by 42%.*

MARTIN WORKS WITH VISIONARY LEADERS to create The Sustainable Workplace where everyone wins – owners, staff, customers, suppliers, and community: increasing staff retention, profitability, productivity, and customer loyalty.

CLIMBING THE MOUNTAIN OF SUCCESS

EDMONTON, AB — Want your organization to reach the summit of success? Learn how your company can make an outstanding profit, year-after-year, while clients rave about your unexcelled service and employees brag about their workplace!

Martin Sawdon, Visionary Speaker and Executive Coach, has created the route to the corporate culture of success!

Having worked on two continents, in four countries, the public sector and private, in organizations large and small, Martin found some organizations inspiring and others...interesting. Even being on the receiving end of three company down-sizings, did not dampen Martin's curiosity about why some companies succeed and others fail. Martin passionately shares what he has learned about workplace success through his refreshing keynote presentations, stimulating workshops and thought-provoking executive coaching. He guides visionary leaders to their organizational summit by applying *The Forgotten Foundation of Leadership* and working towards *The Sustainable Workplace™*.

"The Sustainable Workplace™, where everyone wins," says Edmonton-based Sawdon, "is the one known for its staff retention, profitability, productivity and customer loyalty."

Sawdon's vision is a Euro-American association of organizations committed to establishing The Sustainable Workplace™, enriching the lives of all involved.

"The Sustainable Workplace™ is characterized by peaks of achievement I call 'The Sustainability Range'," says Certified Coach Martin Sawdon. "Combined they create the highest summit of all, Mt. Sustainability. It's the summit where extraordinary profitability is achieved through growing business' most valued assets – its people. Much like climbing a mountain, the key to success is a continuous step-by-step process requiring the right mix of preparation, equipment, conditioning and destination. It takes vision and principled leadership."

Sawdon brings over 25 years of innovation and leadership from his experience in banking, engineering, landscape architecture and media relations to his passion for creating better workplaces. His company, Coaching Works!, has been featured in print media in Canada and the U.S.A and on radio and television. Martin's clients include companies from the private sector, the federal and provincial governments, the cities of Edmonton and Red Deer, and the University of Alberta. It's true – Coaching Works!

Martin will be visiting Vancouver and Victoria from September 24-28, Toronto and Ottawa from October 1-5.

For more information or an interview, please contact:

Crystal Dallner

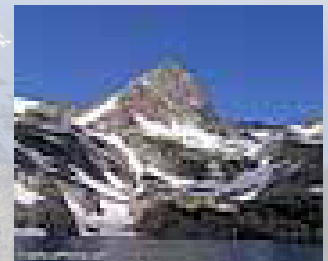
Publicist

Outright Communications

(780) 406-8045

cd@outrightcommunications.com

www.coachingworks.ca



WHAT OTHERS ARE SAYING

“Martin Sawdon is a skilled and compassionate coach. He is wise, honest, humorous, and totally respectful of his clients. I grew both personally and professionally while working with Martin. His pleasant and positive demeanor is refreshing! I would not hesitate to recommend Martin to anyone looking for an exceptional coach.”

– M.S. VANCOUVER, WA USA

“The key to maximizing the coaching experience is finding the right coach for you. Coaches come in all shapes, sizes, temperaments and approaches. My own search for a coach focused on personality, training and style. I have found in Martin Sawdon a coach who far exceeds my initial expectations. Martin’s coaching style is a symphony of humor, intuition, training and focus. He willingly allows me to set the agenda, but at the same time presses me to go deeper and broader in my personal development. Our meetings are casual, yet very laser in their focus. The results have been both a visible and tangible increase in my professional productivity as well as a more focused and realistic approach to my personal and professional goals.”

– C.L. TX USA

“I am making more money and there is less financial pressure. My secretary is happier, the office is more efficient and there are fewer complaining phone calls.”

– TR, CANADA

“Before attending the workshop ‘The Sustainable Workplace’ I hadn’t put paintbrush to paper since my earlier school days (long, long ago), I even considered finding a good excuse to bow out of the last part of the workshop to avoid painting. However, I stayed and found the experience to be highly rewarding. Taking the concepts presented during the day and presenting them as a painting not only helped remind me of what I had learnt that day but also was a lot of fun.

In my Company ‘The Sustainable Workplace’ workshop has provided me with many tools to enhance the workplace. My employees are my biggest asset and these tools have not only helped increase my awareness of their needs but also helping them to be aware of the needs of those around them. It isn’t about money, it’s about belonging, contributing and acknowledgement, that everyone plays a part in the success of a business.”

**– IAN BASFORD PRESIDENT/CEO,
LINAR TECHNOLOGY INC.**



INSPIRING YOUR BEST

WHAT OTHERS ARE SAYING

“Martin Sawdon is gifted with an incredible, engaging voice that leaves listeners craving more.

He has a natural ability to craft together meaningful stories and powerful anecdotes and tell them in a way that really inspires others.

Martin makes a soulful connection with everyone he speaks to. In these stressful and demanding times, the world needs more than ever Martin's messages from the heart.”

**– LINDA LEONTOWICH, PRESIDENT,
PRO-ACTIVE MARKETING SYSTEMS**

“Martin coached me through the organization's most successful United Way campaign ever bringing commitment, enthusiasm & visionary ideals to the team. We couldn't have done it without him.”

– JM, EDMONTON, CANADA

“I've worked with a number of different people as coaches over the past few years, and I must say, we squeezed more value into the four- thirty minute sessions than in most full hour sessions. You're warm, witty and full of ideas and suggestions. Able to push when needed but also understanding when acceptance is necessary. You're also able to hear an idea or a concept and apply that synergistically to the other work we've done.”

– L.B., USA

“Martin is a highly perceptive and supportive coach. He manages to combine a highly personable and soft spoken style with the uncanny ability to ask exactly the right questions at the right time to enable me to see things in a new light and get into action. To top it off, his sense of humor and playfulness makes the coaching process fun!”

– C.K., NS, CANADA

“From the start Martin captured my attention and spoke in such a novel manner that I hung on every word. All the while he was speaking I found myself engaged in examination and was immediately seeing how his ideas could be applied.

Martin's presentation that day clarified that, for my business to be successful and rewarding to myself, my family and my community, I needed to ensure that my store and its policies reflected personal values and goals...

...Martin's presentation continues to influence my business and other areas of my life and I am thrilled that I have had the opportunity to be affected by him.”

– DON GOOD, PEACE RIVER