

# Susan Merli



## Professional Profile

I am a certified executive PCC level coach, a registered psychotherapist (Q), a clinical hypnotherapist, a certified diversity coach, a mentor coach, a corporate trainer, and a business consultant.

I have extensive experience in both leadership development and adult learning principles. I bring to my work a passion for the promotion of mental health.

With over 20 years of leadership experience working in human resources, marketing, communications, and disability management, I continue to be committed to making a positive difference in the well-being and professional development of my clients and students.

As an evidence-based practitioner and trainer, I use assessment tools to support clients seeking ways to remove obstacles and gain greater self-awareness. I also facilitate training through Coaching Out of the Box® for individuals in pursuit of a coaching certification through the International Coaching Federation (ICF).

I write and speak about trends in mental health, self-care, leadership development, workplace transformational culture and employee well-being. For the last nine years, I have been the founder and CEO of Authentika Consulting Inc. In 2020, I founded Authentika Academy which represents the online platform for the self-paced e-courses I designed. My background includes classroom instruction as a part-time faculty at the University of Waterloo, the designer of the

updated content for the Canadian CEBS program through Dalhousie University, and a designer and facilitator of the Canada-wide leadership training program for Manulife.

Currently, I work with clients – at all stages of their career – primarily in the public sector (unionized environments) to provide professional coaching, strategic planning, culture, core values (guiding principles determination), team workshops, and training in various subjects including candid conversations, building trust and joy in the workplace, conflict competency, emotional intelligence, and methods for navigating stress and burnout. Additionally, I leverage my education and experience to support my clients with organizational design projects, group disability audits, team dynamics challenges, and facilitated conversations.

## Professional Standing

My academic background includes a Bachelor of Arts degree and a Diploma in Business Administration from Wilfrid Laurier University, and the Certified Employee Benefits Specialist (CEBS) designation. My academic studies include a Master of Arts in counselling psychology and registration with the Canadian Counselling and Psychotherapy Association as well as a qualifying member of the College of Registered Psychotherapists of Ontario.

In 2010, I was named the first Canadian President of the International Society of Employee Benefits Specialists (ISCEBS). Following my presidency, I continued to participate in various professional committees and councils including leading the joint IFEBP US & Canadian

Education Committee with representation from the Wharton School of Business and Dalhousie University.

I also represented Manulife as an advisory member of the Sanofi Canada Healthcare Survey.

I am frequently asked to speak at various industry conferences and events including municipal leadership townhalls, keynotes for Durham Region Health Department, Association of Supervisors of Public Health Inspectors Ontario, Ontario Sand and Gravel Association, Benefits Technology Institute, ISCEBS Symposiums, and Benefits Canada's Benefits and Pension Summit.

From 2013-2015, I hosted a local Rogers TV talk show as well as an internationally broadcast radio program. I have written two fiction novels and have several published articles on employee engagement, employee well-being, total rewards, behavioural bias, and the role of employers as health educators. I have been featured in various Benefits Canada publications under the name of Susan Cranston.

## Volunteerism

In 2014, I received the Greater Kitchener-Waterloo Chamber of Commerce (GKWCC) Inspiring Women's Award and was nominated twice for Woman of the Year.

From 2016-2020, I served the GKWCC as the Women's Leadership Chairperson.

"The work Susan does is so valuable! In the time she has been my executive coach, I've experienced transformational results, which are having a positive ripple effect on my staff as well.

Susan provides such great support and leadership resources that are not only practical, but immediately applicable. I feel re-energized and excited about my job again. "

**Sonja Hollingworth,**

Supervisor, Program Administration, Healthy Living, Health Protection & Investigation and Paramedic Services, Region of Waterloo Public Health