

Jeff Welton

Executive Coach



VERITY
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Professional History

Jeff is an experienced human resources consultant with over 30 years in the industry. As a high energy leader with a proven track record of success in his field Jeff has successfully led Verity's Coaching and Executive Career Services Practices since 2012.

Prior to joining Verity, Jeff enjoyed a 30 year plus successful career with TD Bank Group. During that time he spent over 10 years in executive leadership both on the business and Human Resources side. Additionally, he gained over 15 years' experience coaching staff of various levels.

Jeff is known for being customer focused and building strong relationships, by acting as trusted advisor both to individuals and businesses. He is passionate about coaching others to help them unlock their potential and fulfill their individual dreams. Jeff believes in continuous learning and has been responsible for the successful implementation of various leadership and coaching/development programs throughout his career.

Education & Experience

Jeff is a graduate of the University of Waterloo; a Certified Human Resources Professional (CHRP); a Certified Coach Practitioner through the Certified Coaches Federation (CCF); is CoachingOurselves Certified; and is in the process of becoming a Certified Effectiveness Coach.

Jeff is also a director on the board at The Lighthouse – an organization providing peer support for grieving children, youth and their families.

Coaching Approach

Verity specializes in leadership development coaching, applying an approach that identifies and builds upon people's strengths, rather than concentrating on "fixing weaknesses". We focus on the key leadership competencies and performance necessary for success within the organizational context. It is our belief that executives are often best coached by those with relevant executive experience, in addition to professional training in executive coaching techniques.

Our coaching approach is based on personal and collective (organizational) aspirations, goals and performance measures, where the coachee is responsible for his/her own learning and the coach is a resource and advisor.



Level / Function Expertise

- Senior Managers
- High Potentials
- MBA Students
- Entrepreneurs
- Executives

Coaching Focus

- Developmental Coaching
- Transition Coaching
- Leadership effectiveness
- Influence and power
- Skills Based
- Motivating people and self
- Coaching direct reports
- Remedial/Rerailing
- Managing teams
- Relationship management
- Leading across cultures

Industry & Sector Knowledge

- Broader Public Sector Incl. Academic
- Financial Services
- Education – Universities
- Pharma
- Manufacturing
- Professional Services
- Retail & Consumer Products
- Technology
- Telecommunications

Coaching Credentials

- CCF
- Coaching Ourselves
- Effective Coach, Reddin Global