

Craig Dowden

Executive Coach



Professional History

Craig has over 15 years of executive coaching experience and was the Managing Director of an Ottawa and Toronto talent management consulting firm.

Some of Craig's clients include JP Morgan Chase, TD Bank, MBNA, ING Direct, Intact Insurance, JTI Macdonald, Hill & Knowlton, Bombardier Aerospace, Bombardier Transportation, Byron Equity Group, Grey Power Insurance, Industrial Alliance, Canadian Medical Association, Nordion, APEX, Walmart, Brookfield Power, Canada Revenue Agency, and the Department of Justice.

Craig is a widely respected keynote speaker and regular contributor to well-regarded business and Human Resources publications in both Canada and the US.

Education & Experience

Craig is a PhD in Psychology with a specialization in Business; a Certified Positive Psychology Coach; and has over 15 years of experience as an executive coach. Craig is also certified in a variety of specialized assessment tools, including the Hogan Assessment Systems, the Leadership Effectiveness Analysis (LEA) as well as the EQ-i. His Ph.D. enables him to administer a host of other assessments (such as the Jackson, PRF, 16PF, etc.), which can be accessed depending on the needs of the situation.

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

- Mid-Managers
- Senior Managers
- High Potentials
- Executives
- C-Suite

Coaching Focus

- Developmental Coaching
- Transition Coaching
- Skills Based
- Team Coaching
- Leadership Effectiveness
- Influence and power
- Motivating people and self
- Coaching direct reports
- Managing teams
- Relationship management

Industry & Sector Knowledge

- Automotive
- Business Services
- Financial Services
- Education
- Government & Public Sector
- Manufacturing
- Media & Entertainment
- Mining & Metals
- Professional Services
- Retail & Consumer Products
- Technology
- Telecommunications
- Transportation

Coaching Certification

CAPP