

Lisa Pierosara

Executive Coach



VERITY
CONNECT ALIGN INSPIRE

Professional History

Lisa brings over 20 years of experience across corporate Canada and academia sectors. She spent 14 years in marketing communications and corporate branding, both agency side (CPG/Retail clients) and at Rogers – a large, matrix, cross-functional team organization, before a successful career turnabout as a professional career coach. Since 2007, she has guided hundreds of MBA level professionals at Schulich School of Business toward a better career fit. Lisa now works with mid-career professionals in two areas – career development and management effectiveness. As a certified Effectiveness Coach, she helps leaders of all levels become better project owners, situation readers, and people managers. Lisa also works as a process consultant, facilitating executive strategy sessions to ensure consensus.

Education & Experience

Lisa is a certified Coach through International Coaching Federation with training completed through Coaches Training Institute, and Adler. She has a Bachelor's degree in French and a Marketing degree. She has contributed to Schulich MBA Core Program modules on career development and excelled in a variety of management courses through Schulich Executive Education Centre.

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
- Junior Executives
- EMBA/MBA Students

Coaching Focus

- Leadership competencies
- Influence and power
- Motivating people and self
- Coaching direct reports
- Relationship management

Industry & Sector Knowledge

- Management Consulting
- Telecommunications
- Retail & Consumer Products
- Education
- Government & Public Sector

Coaching Credentials

- ACC, ICF
- Effectiveness Coach, Reddin Global