



**Joanna Cotton, CPPC, ACC**

[joanna@alliancebydesign.com](mailto:joanna@alliancebydesign.com)

[www.AllianceByDesign.com](http://www.AllianceByDesign.com)



Joanna Cotton is a certified leadership coach and team facilitator who specializes in helping senior and emerging leaders and teams maximize potential and improve performance. She has a passion for helping leaders and organizations thrive in an increasingly complex world. By creating a safe and courageous environment, she partners with her clients to develop goals that are in line with their unique values and strengths. She possesses a genuine and approachable conversation style that promotes both reflection and action – empowering her clients to confidently make lasting changes in their professional and personal lives.

### **Business and Leadership Experience**

Joanna has over 25 years of experience developing and leading successful and high performing teams in sales, marketing, product innovation, and strategy. She has held successive executive positions at a number of leading educational publishing companies, as well as the world's largest privately held international educational travel company. Her core strengths and accomplishments as a leader include: creating cultures of inclusion and innovation; inspiring teams to develop and execute best in class strategies; cultivating sustainable partnerships with key stakeholders; and facilitating collaborative cross-functional teamwork in organizational and global initiatives.

As an executive leadership coach, Joanna has contributed to the success of senior and high potential leaders in a range of industries including publishing, financial services, pharmaceuticals, retail, manufacturing, and professional services. She draws on her extensive business and leadership experience to create a powerful alliance with her clients, empowering them to deepen their insight, set clear goals, and execute on action plans. As a consultant and facilitator, she works with organizations to develop their leadership culture, strategic planning, team vision and mandate, and team effectiveness.

Joanna trained with the Coaches Training Institute (CTI). She is a Certified Professional Co-Active Coach (CPOCC) and an ICF Associate Certified Coach (ACC), and has completed training in Organization and Relationship Systems Coaching (ORSC). She is also certified to administer the following assessments: Leadership Circle Profile 360 assessment, Leadership Culture Survey, Leadership Effectiveness Analysis (LEA) 360, and Birkman Signature.

### **Professional Expertise and Services**

Individual Leadership Development: Executive Coaching, Leadership Development, Career Management Team/Group  
Leadership Development: Team Coaching, Team Effectiveness, Culture and Organizational Change, Productive Conflict, and Strategic Planning and Visioning.

### **Industry Experience**

Consumer Services, Retail, Financial Services, Government, Not-For-Profit, Education, Construction Services