

Action Impact Movement

About AIM



Jen founded **Action Impact Movement** (AIM) to enable people and organizations to commit to action, make an impact, and create movement toward their desired results.

RESULTS

We **partner** with organizations to **build leadership depth** and implement **change that sticks**.

We **coach** people to become **resilient, change-savvy leaders** who adapt, innovate, and inspire their teams and organizations to realize results.

We **facilitate** conversations to **improve team dynamics and engage and align teams** around common goals, behaviors, and expectations.

We create structure, process, and habits to **sustain success**.

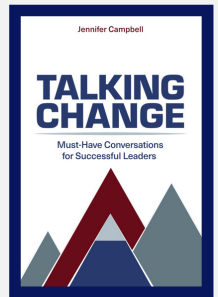
INSPIRATION TO LEAD CHANGE SUCCESSFULLY

The Book – **Talking Change: Must-Have Conversations for Successful Leaders**

The Blog – **The Whistler Report**

The Podcasts – **Talking Change with Jen and Rebecca** and **Two Minutes of Talking Change**

The Resources – **Free resources from the book** and other **leadership resources**



Contact Information

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Action Impact Movement

Coaching. Facilitation. Leading Change.

AIM Programs

Coaching Programs



Targeted, one-on-one coaching and support to strategize, implement, and succeed as a leader. Coaching engagements range from three months to one year depending on needs. [Learn more.](#)

ImpleMentor

Leaders of change

Hands-on support and coaching to plan, communicate, execute, and gain commitment to organizational and team changes.

Leader Kick Start

New leaders or leaders with new mandates

Leader and team assessments and interviews, process enhancements (e.g., Leader Checklist, tools, templates), targeted coaching, team facilitation as needed.

Path to Promotion

High potentials preparing for leadership roles

Custom Path to Promotion self-assessment, 360° feedback, performance observation, development plan, targeted coaching to prepare for promotion process and leadership role.

Game Changer

Individuals with specific coaching needs

Performance observation, 360° feedback, development plan, targeted coaching, tools and templates. Focus on leadership skills and behaviours.

“

I've had executive coaches in the past and this was hands down a different experience with Jennifer. – Partner, Professional Services Firm

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I very much appreciate you. While you definitely helped coach me through the promotion process that's ongoing, your feedback and conversations on many topics have truly helped me deal with what could have definitely been a mind-kerfuffle to deal with. I don't know how I could say thank you more, but on the topic of legacy, you have made your mark on me. – Partner, Professional Services Firm

AIM Programs

Training Programs



High-impact training programs aligned to business priorities and performance goals. Designed to be interactive and practical. Facilitated to be engaging and insightful. Virtual or in-person. Individual coaching sessions can be added to all training programs. [Learn more](#).

Leadership@	Custom leadership training for teams or cohorts	Content aligned to organizational priorities and competencies. Select from leading self and leading others topics including: emotional intelligence, resilience, executive presence, client relationship management, communication, influencing skills, decision making, coaching, feedback, facilitation skills & more.
Path to Promotion	Custom training for emerging leader cohorts	Structured program to prepare for the promotion process and build leadership capacity to succeed in a new role. Elements include Path to Promotion self-assessment, training content, and leadership preparation activities.
Leading Change	Change Foundations	Understand the people side of change, transition, and resistance. Identify conversations needed to navigate change.
	AIM Changer	Prepare to lead change. Plan change with purpose. Facilitate the right conversations to gain commitment to change.
	Conversational Change	Improve facilitation skills to navigate key change conversations more skillfully.
	Change for Project Mgrs	Add change management best practices to project management methodologies for better change results.

*Leading Change programs are based on Jen's book [Talking Change: Must-Have Conversations for Successful Leaders](#).

“

Jennifer provided HSWC's leadership team with a fantastic leadership capacity building program that focused on celebrating and enhancing the collaborative approach we take to managing our diverse teams. – Executive Director, Howe Sound Women's Centre, B.C.

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The AIM Changer content is rich and has a practical focus to help lead teams through change. Jen is a dynamic facilitator with tons of experience and relevant examples that bring the content to life. – Managing Director, Global Learning & Development, KPMG

AIM Programs

Team Alignment Facilitation



Expert process facilitation and techniques to engage and align groups or teams around common goals, behaviours, and expectations. We partner with clients to understand desired outcomes, then customize the process and content to make that happen. Virtual, on-site, or in Whistler, B.C. Canada. [Learn more.](#)

Set Direction

Prepare and plan

Set purpose, vision & strategy, agree on goals and objectives, set priorities, develop measures & key performance indicators.

Innovate & Re-invent

Brainstorm and prioritize

Generate ideas, think outside the box, re-invent, and solve problems. Prioritize actions and execute.

Navigate Change

Evaluate and review

Use content from Talking Change: Must-Have Conversations for Successful Leaders to interpret information, debrief change, review results, decide on action.

Make Decisions

Improve decision-making

Engage in a 'Decision Tree' discussion to ensure decisions are being made by the right people and communicated at the right time.

Resolve Conflict

Appreciate new perspectives

Recognize the contributing factors, behaviours, and points of view causing conflict, then take action to change it.

Build Team Cohesion

Function better as a team

Leverage Myers-Briggs® Type and the SCOTT Team Index to understand working preferences and strengths of the team. Identify actions to improve team dynamics and performance.

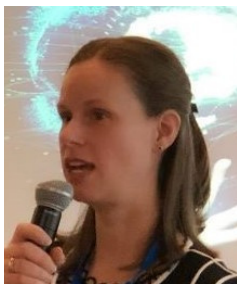
“ Thanks so much for your leadership of the conversation today. Your listening and the thoughts, opportunities, and challenges you shared with the team were exemplary. – Municipality Utilities Group Manager

Jennifer Campbell

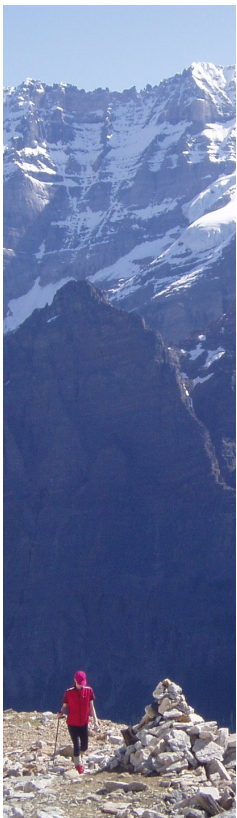
Bio



Action Impact Movement
Coaching. Facilitation. Leading Change.



Jennifer is a certified coach, seasoned group facilitator, and author of the Amazon #1 best-selling book - Talking Change: Must-Have Conversations for Successful Leaders. She has coached and facilitated at senior and staff levels in organizations for over 20 years and has seen many of her personal and group session outcomes make a difference to both company bottom lines and individual career success and satisfaction.



A sought after 'thinking and execution' partner, Jennifer is a versatile adviser to leaders with a practical approach to enabling change and aligning teams. She is a quick study and known for her contagious energy, ability to create a positive atmosphere, and desire to help connect the right people to create better solutions. She summarizes her wealth of experience into practical steps to help people improve their performance and lead change.

Jennifer holds a Bachelor of Commerce (Honours) from Queen's University, a certificate in adult training and development (Ontario Institute of Studies in Education, University of Toronto), and is certified to administer the Myers-Briggs® Type Indicator. She is a Certified Professional Co-Active Coach (CPCC) through the Coaches Training Institute.

“Jennifer is an exceptional consultant and I would highly recommend her to anyone looking for executive coaching support; to develop and execute a key business strategy; or to design and deliver an impressive learning experience for any size group. - Director of Leadership Development, Kinross Gold

SELECT CLIENTS



Jennifer Campbell

Experience



LEADERSHIP COACHING

Jen has coached business leaders across North America. She has developed a proven approach to help people earn promotions, support leaders with new mandates, guide change implementations, and improve personal performance through:

- Leader and team assessments
- Individual coaching focused on defined goals
- Process enhancements and implementation plans using her Leader Checklist

I have had several coaches over the years, but none have proven to have Jennifer's ability and desire to move beyond personal coaching and into organizational change, to include insight on design and drive on execution and accountability, which has proven invaluable to me over the years.

*Practice Leader
Professional Services Firm*

TEAM FACILITATION AND LEADERSHIP TRAINING

As a seasoned facilitator Jen has designed and led interactive and impactful training and process facilitation sessions to:

- Develop strategic plans and identify business priorities
- Debrief and navigate organization change
- Work through conflict, make decisions, and assign accountability
- Develop leadership skills and build team morale

CHANGE MANAGEMENT

In 2020, Jen published the book Talking Change: Must-Have Conversations for Successful Leaders. Based on twenty years of leading change from the board room to the plant floor, she distilled her knowledge into a practical reference guide to lead the right conversations to create change in people and organizations. She uses the same approach when working with clients to transform their organizations.

Jen has worked in client-facing and internal roles with large and small organizations across North America including professional services, education, municipalities, health care manufacturing, mining, not-for-profit, tourism, and associations.