



Coaching with Jennifer Schrafft

“It is not the mountains
we conquer, but ourselves.”

Sir Edmund Hillary

Jen Schrafft

Professional Certified
Leadership Coach,
Coaching Workshop
Facilitator, Speaker

Jen is one of those unique individuals who possesses the emotional intelligence to unlock your key potential and the directness to ensure you deliver against it. With a genuine passion for authentic connections, she is a careful listener who comfortably asks the right questions that make a difference and can help leaders realize their full potential. Her charismatic approach to coaching helps drive her clients forward with resilience and growth, in both their professional and personal lives.

Jen has worked with clients from various disciplines and career situations, from high performance individuals looking to extract more from already successful businesses, to people at a professional cross-roads looking to understand where their future fulfillment lies.

A graduate of Sociology from the University of Waterloo, Jen began her career in event marketing. She quickly learned that people, not a stand-alone product, make or break success.

Her foundation of experience in multi-national corporations such as BlackBerry, Manulife, Telus and Intel, as well as smaller not-forprofit organizations, has all had an underlying theme of people, personal improvement and making a difference.

Jen decided to “make it official” and secure her coaching designation with International Coaches Federation. Known for her successful “no excuses” approach, Jen believes that ownership and leading the self are the key to success.

Jen’s adventurous spirit is evident in her life journey of having lived and worked in Canada, U.S., Japan and New Zealand. These experiences have shaped Jen into someone who can bring perspective to any challenge. It has also inspired a commitment to empower and support various causes and organizations such as: the Asian Women’s Resource Centre for migrant women facing domestic abuse, Girls on Purpose, and Bracelets of Hope to share tools of resiliency between Canadian girls and orphans of Lesotho, Africa. She also curates and offers workshops and speaking engagements about the fallacy of work-life balance and creating an authentic life.

As a parent and wife, she understands the opportunities and challenges day-to-day life brings. In her spare-time she puts her coaching skills to great use, creating a fulfilling family life, focused on shared experiences, happiness and respect, with her husband and their two daughters.

