

Catherine Rocheleau of Ignite Leadership International to be Featured on CUTV News Radio

VANCOUVER, BRITISH COLUMBIA, CANADA, November 6, 2017 /EINPresswire.com/ -- If you want to make a change, how are you going to know whether it's effective and how quickly are you going to know that it's effective? How are you able to evaluate and measure change?

Ignite Leadership International is a consulting and coaching firm that helps organizations implement change. Led by its founder, Catherine Rocheleau, Ignite Leadership has worked with small and medium-sized businesses to improve their leadership for over 25 years.

“For me, what I try to bring to my job is an excitement and passion for the change process,” says Rocheleau. “It's a tough process to go through; it's not always fun. But gaining the clarity of the end result, learning as you go and being willing to adapt is essential for success.”

Ignite Leadership combines both the soft skills of interpersonal communication as well as the hard metrics so organizations can see improvements in real time and adapt to today's ever-changing world in a successful way.

“We have a real focus on team dynamics, communication and leadership,” says Rocheleau, “but everything we do is tied back to business metrics as well. We want to know the work we do together is actually making a significant difference within the organization.”

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Catherine Rocheleau

Sometimes what businesses think is their problem area is something completely different. Sometimes it's the systems within the organization, but, says Rocheleau, it will usually start with a leader.

“It is not uncommon that I peel back the layers to identify a problem that is different than that originally identified by the client during our initial meeting,” says Rocheleau. “Clients have to be willing work on the real challenge and make the needed changes for us to be successful.”

Rocheleau says she sees leaders as having lifelong passion and engaging in lifelong learning. Leadership is a role. It's not necessarily attached to a position. Leaders are the people who support change to making things better.



“How do we make sure, if there are communication problems or performance problems, that we're actually dealing the root cause,” says Rocheleau. “Those are the things I think are really important to focus on.”

Coming from a background in the food service and healthcare industries, Rocheleau holds a master's degree in managerial leadership and project management, as well as an executive coaching certification.



“I've always been very interested in making things work well and to see people improve, so for me, to see the success at the other end, that's really what drives me,” says Rocheleau. “I love to see people make that shift that's going to help them to be better. My whole passion is seeing people be successful in a measurable way.”

CUTV News Radio will feature Catherine Rocheleau in an interview with Jim Masters on November 8th at 4pm EDT.

Listen to the show on [BlogTalkRadio](#).

If you have a question for our guest, call (347) 996-3389.

For more information on Ignite Leadership, visit <http://www.igniteleaders.com>

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