

## **Sunshine Coast Credit Union Recognized for its Coaching Culture**

### **New designation signifies commitment to being an employer of choice**

**May 27 2015 – Gibsons BC**

Seven of BC's leading organizations were named inaugural CoachingWise Designation recipients on May 19<sup>th</sup> at the North American launch of a new recognition program conceived by the Vancouver Charter Chapter of the International Coaching Federation (ICF). Recognized organizations include: Fraser Health Authority, BC Hydro, Surrey Food Bank, David Suzuki Foundation, JOEY Restaurants, University of BC and Sunshine Coast Credit Union.

CoachingWise celebrates organizations for their commitment to build and sustain a coaching culture, and is linked to improving business results and employee retention.

"We were thrilled to be chosen to take part in this inaugural celebration and to receive the CoachingWise designation," says September Dixon, VP Human Resources at Sunshine Coast Credit Union. "We know that our organization's success is a direct result of the people who choose to grow their careers at SCCU. A coaching culture is an essential part of our strategy to attract and retain top talent, and increase the scope of our leadership team. All of this positively impacts the people we are ultimately here for; our members. "

A 2014 ICF and Human Capital Institute study titled 'Building a Coaching Culture', found that companies that are not building a coaching culture run the risk of losing their best employees.

"The Building Coaching Culture study found that when organizations embed coaching as a key part of their talent management strategy, they show current employees and job candidates alike that they're committed to ongoing training and development of their staff," says Suzanne Ricard-Greenway, president of ICF Vancouver Charter Chapter. "Bottom line? Coaching is a strategic business driver and a critical talent management tool that positions a company as an employer of choice. That's why development coaching is so important for young new leaders. It helps to ignite a natural sense of community, passion, and connection within the workplace that drives results and higher engagement at all levels," she adds.

More than 90 ICF members and guests filled the Ballroom of the Vancouver Club to mark the occasion.



The seven organizations receiving the new CoachingWise designation are:

(l – r) Cathryn Lecorre (Fraser Health Authority), Michelle Robindell (BC Hydro), Marilyn Herrmann (Surrey Food Bank), Catherine Gordon (David Suzuki Foundation), Kathryn Oliver (JOEY Restaurants), Julia McLaughlin (UBC), September Dixon (Sunshine Coast Credit Union) Photo Credit: Rachelle Lupton

## Helpful Links

For more information about CoachingWise: [CoachingWise](#)

For more information about International Coaching Federation – Vancouver Chapter: [ICF](#)

## About Sunshine Coast Credit Union

For 74 years, Sunshine Coast Credit Union has worked collaboratively with stakeholders to enrich the lives of its members and the Sunshine Coast community at large. Trusted by over 15,000 members and known for playing a lead role in the community, SCCU is locally-owned and operated, holding over \$447,000,000 in assets, and employing over 85 people on the Sunshine Coast. [www.sunshineccu.com](http://www.sunshineccu.com)

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