

Communications consultant adds coaching to services offered

It's been 10 years since Marielle Gauthier started her consulting business, Redworks Communications.

Now she's getting serious.

"I started Redworks in 2001, but was never really very active because I was working full time," Gauthier says, noting she began promoting the company earlier this year.

Through Redworks Gauthier offers strategic communications, media relations and planning. She's also added a new component to the business: personal and workplace coaching.

"As a coach I can help individuals and employees set personal and professional goals, assist organizations

Setting Up Shop



TOM EREMONDI

in developing leaders, or facilitate positive change," she reports, noting that she works one-on-one or with groups.

A former colleague suggested Gauthier would make a good coach. When researching that notion she found her chosen method. "I discovered the Results Coaching System that was developed by David Rock. The more I read about, the more I realized it was the program for me."

There was also some providence involved, she adds.

"There are very few certification courses offered in various locations around the world and, in fact they only offered two this year. It just so happened that when I was looking

into this, they were about to offer a course in Calgary."

Gauthier headed to the Alberta city and was soon able to add Results Coach to her other professional designations: B.A. and Accredited Business Communicator.

"The coaching and communications marry very well," she says of the two sides of her business. "When I'm consulting on the communications side, I'm also coaching as well."

Redworks coaching is offered in 12 weekly sessions that can take place over the course of three to five months. Gauthier says the first session is a goal-setting session that results with the client choosing three areas to focus on. Strategies for attaining these goals are mapped out in Week 2.

"Sessions three to 11 are where we talk about the actions that will help people achieve those goals and what they've learned," she explains. "Week 12 is like a photo album. Clients can look back and review what happened in the previous 11 weeks."

Originally from rural Manitoba, Gauthier obtained a degree in environmental sciences and then worked as a meteorological technician for Environment Canada. She was posted in the high Arctic and remote northern Saskatchewan, but then transferred to Saskatoon. After being downsized, Gauthier worked in the not-for-profit, private and public sectors.



—Sun Photo by Gord Waldner

Marielle Gauthier has relaunched her company, Redworks Communications, adding personal and workplace coaching

"I've been here in Saskatoon since 1993. My life is here now and I love this province."

You can contact Gauthier at 955-3205 or learn more about Redworks at redworkscommunications.com.



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