



radiate

COMMUNICATIONS

Internal Clarity. External Influence.

radiatecommunications.com

At Radiate, our mission is to ignite consciousness in communication and leadership, enabling authenticity, connection and results — at work and beyond.





Radiate Communications is a corporate communications and coaching firm dedicated to transforming individuals, teams, and organizations through the power of self-awareness.

We help clients achieve **Internal Clarity** that drives **External Influence**, enabling authentic, passionate, and intentional communication and leadership in any setting.

With a focus on creating lasting change, Radiate empowers clients to rethink how they communicate, fostering growth that resonates on both personal and organizational levels.

Serving diverse industries — technology, financial services, law, pharmaceuticals, and the public sector, among others — Radiate delivers tailored workshops, courses, coaching, and customized solutions to meet unique goals.

At Radiate, intentional communication fuels transformation, equipping clients to lead with confidence, clarity, and purpose.

Our Services

Workshops & Courses

Skill building for teams or groups to enhance communication and collaboration.



One-On-One Coaching

Personalized programs for all levels that inspire lasting, impactful change.



Team Coaching

Strengthening relationships within teams to unlock their full potential.



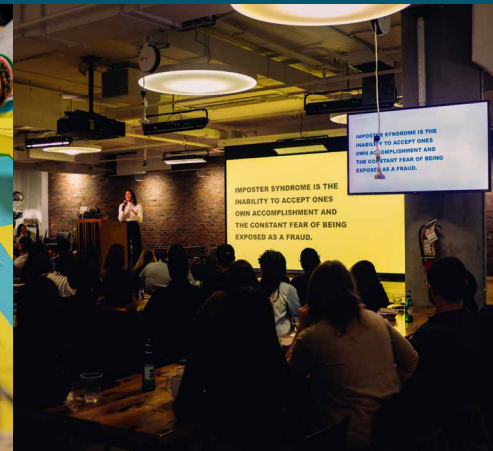
Group Coaching

Facilitating self-discovery and growth in a collaborative setting.



Additional Services

Assessments (Hogan, DISC, LCP) and tailored solutions to meet specific client goals.



At Radiate, we offer both in-person and virtual services that harness the power of self-awareness to enhance communication, transforming individuals, teams, and organizations. By helping people understand themselves better, we empower them to hone their skills and leadership to communicate more effectively.

Workshops & Courses

Our workshops and courses equip your team with skills that make an impact.

We combine self-awareness with practical communication strategies to transform team effectiveness and organizational culture. Focused on interaction and real-world application, our sessions inspire immediate action and lasting results.

Designed for all levels, from new managers to senior leaders, our flexible, engaging workshops are tailored to meet your unique needs—whether delivered virtually or in person.

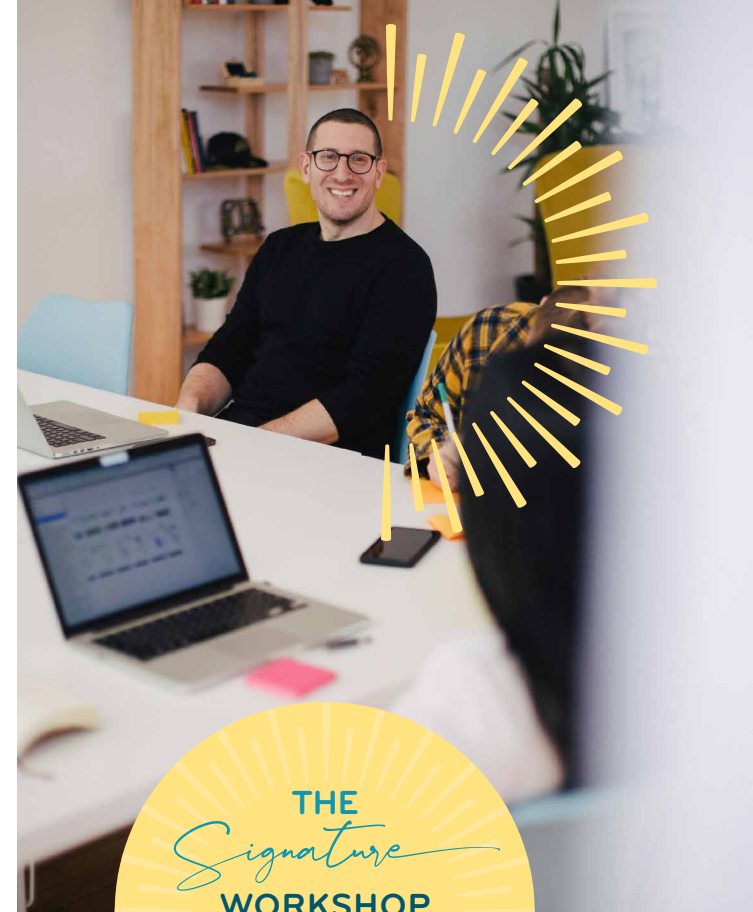
OBJECTIVES MAY INCLUDE*

- Build self-awareness to enhance communication and leadership effectiveness
- Develop practical skills for influencing, inspiring, and collaborating
- Apply communication strategies to real-world scenarios for immediate impact
- Foster a culture of engagement, feedback, and intentional action

Our Foundational Workshops & Courses

- From Expert to Influencer
- Managing Time with Intention
- Creating a Deck That Inspires
- Communicating Through Change
- Taking the Coach Approach
- Giving and Receiving Feedback
- Answering Challenging Questions
- Branding with Intention
- Developing Presence
- Inspiring Through Stories

*Specific objectives of each engagement are defined with client and sponsor.



THE *Signature* WORKSHOP SERIES FOR MANAGERS



Communication Essentials for Leadership Success

This four-part workshop equips managers with core relationship-based communication skills, focusing on self-awareness and effective people leadership. Empower your leadership with practical, people-first techniques.

Coaching

Our coaching services empower individuals and teams to elevate their communication and leadership skills.

Whether you're an executive, emerging leader, or part of a team, our tailored programs provide the tools and strategies to achieve individual and organizational success. Available in-person or virtually, our offerings are designed to meet diverse needs across industries.



Executive-Level Coaching



One-on-one coaching package helps executives define their leadership style, align with their values, and develop impactful communication strategies. Through confidential sessions, leaders refine their presence and shift from tactical to strategic influence.

OBJECTIVES MAY INCLUDE*

- Building authentic leadership presence
- Leading through change and inspiring others
- Developing strategic communication skills

WHAT'S IN THE PROGRAM

- Six-month coaching package with biweekly hourly sessions
- Pre- and post-coaching triad meetings with stakeholders
- Optional 360 feedback integration
- Optional assessments (e.g., Hogan, DISC, Leadership Circle Profile)
- Ad-hoc support, including email and material reviews

*Specific objectives of each engagement are defined with client and sponsor.

Mid-Level Coaching



Tailored for managers and directors, these coaching sessions focus on transitioning from subject-matter expert to strategic thinker and relationship builder. Participants gain clarity and confidence in their communication.

OBJECTIVES MAY INCLUDE*

- Developing a personal brand and authentic presence
- Communicating effectively through change
- Shifting from tactical to strategic communication

WHAT'S IN THE PROGRAM

- Flexible hourly coaching (minimum six sessions)
- Pre-coaching alignment meeting with manager
- Customized goals and periodic progress reviews
- Pre- and post-triad meetings

*Specific objectives of each engagement are defined with client and sponsor.

Team Coaching



In team coaching, the team itself is the client. The focus is on developing a stronger, more cohesive team by aligning purpose, improving interpersonal dynamics, and fostering a culture of collaboration and accountability.

OBJECTIVES MAY INCLUDE*

- Building trust within evolving leadership teams
- Defining goals and establishing a team charter
- Resolving conflicts and improving communication styles

WHAT'S IN THE PROGRAM

- Initial intake with team leader and sponsor
- Individual diagnostics and optional assessments (e.g., Hogan, DISC, Leadership Circle Profile)
- Monthly sessions (2-3 hours) over six months
- Final reflection and sustainment planning

*Specific objectives of each engagement are defined with client and sponsor.

Group Coaching



In group coaching, each individual experiences self-exploration and learning in a collaborative setting. Group coaching combines shared learning with facilitated discussions to address common challenges and opportunities. It fosters deeper relationships, fresh perspectives, and community building.

OBJECTIVES MAY INCLUDE*

- Supporting professional growth in key areas
- Developing skills in support of professional goals (e.g. sales)
- Sharing experiences and exploring solutions unique to an identifiable group (e.g. women in technology)

WHAT'S IN THE PROGRAM

- Reflective exercises and guided conversations
- Breakout discussions tailored to participant needs
- Flexible session frequency and duration
- Between-session working groups to ensure accountability

*Specific objectives of each engagement are defined with client and sponsor.



Building Relationships for Sales Success

Boost your sales team's performance with a peer-driven, self-guided program. Through facilitated discussions and skills development, team members learn from each other while mastering new techniques. Perfect for sales teams seeking growth and collaboration.



Comprehensive & Customized Offerings

We offer a comprehensive range of complementary services and tailored solutions all aligned with each client's unique needs and objectives.

Keynotes

Lunch 'n' Learns

Assessments - Including:

- **Hogan** (Self Assessment)

This tool evaluates personality traits, values and potential career inhibitors to predict job performance, leadership effectiveness and interpersonal behaviour in the workplace.

- **DISC** (Self Assessment)

This personality profile measures an individual's behaviour and communication style across four dimensions – dominance, influence, steadiness, and conscientiousness – to improve personal and professional relationships and performance.

- **Leadership Circle Profile (LCP)** (360 Survey)

The LCP helps leaders comprehend unconscious behavioural and thought patterns, create awareness about their leadership styles and identify high impact growth opportunities.

Additional Service Offerings



Tailored Solutions



In addition to our signature workshops, courses, and coaching programs, we partner with clients to develop fully customized solutions tailored to their unique goals and challenges, creating the perfect approach for their organization.

Rates & Pricing



We are committed to delivering the highest quality services at competitive rates. For a detailed pricing breakdown or a customized proposal, please contact us directly.

Our Team

At Radiate, our certified coaches are all seasoned experts with at least 10 years of corporate experience, carefully selected to help you achieve new heights.



Vanessa AvRuskin

CPCC, PCC, ORSC, CMCC

RADIATE FOUNDER, PRINCIPAL AND CERTIFIED COACH

Founder of Radiate, Vanessa brings 20+ years of communications expertise to her work as a coach, facilitator and workshop designer. Vanessa empowers leaders across diverse industries to strengthen communication, enhance leadership skills, and embrace professional growth with authenticity and passion.



Davide Conti

CPCC, PCC

CERTIFIED COACH

A trilingual coach with a background in law and 15+ years in HR leadership, Davide inspires individuals and teams to align talents with purpose, fostering courageous and inclusive leadership.



Jane Graydon

MCC

CERTIFIED COACH

With 30+ years of experience as both an HR executive and coach, Jane is a highly regarded professional who equips leaders to achieve business success and personal fulfillment through evidence-based practices and innovative thinking.



Jennifer Bodenham

CPCC

CERTIFIED COACH

Jennifer blends 14+ years of corporate HR experience with her passion for leadership development, delivering customized programs that enhance team effectiveness and individual growth.



Begum Verjee

Ed.D., M.Ed., PCC

CERTIFIED COACH

An accomplished coach and JEDI consultant, Begum inspires leaders to drive transformative change with clarity and purpose, leveraging extensive expertise in education, psychology, and equity initiatives.

Our Clients

We work with leading companies across a range of industries and sectors.



**At Radiate,
we're proud
of work.
But it's what
our clients
have to say
about us that
really matters.**



"Radiate's executive coaching is results-oriented - it has made a massive difference in my growth as a leader."

Veena Balram
Vice-President, Consulting Services
CGI

"Radiate effectively identifies improvement areas to lead highly productive and collaborative teams."

Sonnie Kang
Client Services Lead
Klick Health

"Radiate delivered significant value by providing practical tools that quickly allowed me to action our insights."

Amanda O'Sullivan
Associate Vice-President
TD

"Vanessa refined my executive communications and coached my team in leadership, offering invaluable depth of understanding."

Bindhu Alvar
Thiruvankadathan
CIO, Wealth Management, BMO




"Radiate has had an immeasurable impact - strengthening my leadership, communication, and relationship dynamics."

Bryan Waldeva
Vice President, Global Wealth
Management Solutions, CGI

"From Expert to Influencer was a great series of courses - each session was well thought out, covered a relevant topic and provided a new way of thinking."

Senior Manager
Segal GCSE



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-  Serving clients in-person and virtually across North America
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