



Nominee:

Dr. Anneli Driessen

MCC, Ph.D., M.Ed, MSW, CMS, Msc.D



International Coach
Author
Columnist
Researcher
Entrepreneur
Teacher
Mentor
Trusted friend and ...

a true pioneer in the coaching industry.



Part 1: **Nomination Form**

Note: this form must be complete and is the responsibility of the nominator – *deadline for nominations – September 30, 2005*

Nominee's Name	Anneli Driessen
Nominee's Address	1516 Louise Place
City, Postal Code	Victoria, BC V8P 2T9
Nominee's – home phone	250 472-0909
- business phone	250 472-1202
- fax	250 721-4296
- e-mail address	anneli@annelicoach.com
Current Title	President, Ph.D., CMS, MCC
Company / Organization	ANNELICOACH.Com Inc.
Coaching website URL	www.annelicoach.com
ICF Membership No.	1002067
ICF Accreditation(s)	MCC 1999, Recertified 2002
Coaching Certification(s) inc. school(s) /dates	Extensive grandfathering dating back to first coaching contract in 1987
Nominator's Name	Betska K-Burr
Nominator's Address	1022 Bramfield Place
City, Postal Code	Brentwood Bay, BC V8M 1A4
Nominator's – home phone	250 652-7020
- business phone	250 652-5390
- fax	250 652-0184
- e-mail address	Betska@CoachingAndLeadership.com
Company / Organization	Coaching and Leadership International Inc.
Relationship to nominee	I worked with Anneli on committees to promote the ICF when Anneli was Chapter Host 1999 and 2000

Note: the following MUST be signed by nominee OR nominee must send confirmation email to committee@aegiscoaching.com.

I give permission to submit this nomination for the 2005 Canadian Coach of the Year award.

x *Betska K-Burr*..... (Signature of nominee)

Date: 30 September 2005

Part 2: Letter of Nomination

Coaching and Leadership International Inc.
1022 Bramfield Place
Brentwood Bay, BC V8M 1A4
Canada



September 30, 2005

Dear Canadian Coach of the Year Selection Committee:

It is my pleasure to submit this Letter of Nomination for Anneli Driessen

*Why I believe Anneli Driessen is eligible for the
2005 Canadian Coach of the Year award*

I have personally worked with Anneli under her leadership to grow the ICF chapter in the city of Victoria and have witnessed how she takes a vision and turns it into reality. For this and other reasons I am very proud to recommend her for the 2005 Canadian Coach of the Year award.

Profession / Career

Anneli Driessen – “Ahead of Her Time”

Chances are Anneli Driessen will be written in the history books as being a true pioneer in the coaching industry. She is an international coach, author, columnist, researcher, entrepreneur, teacher, mentor and a best friend to the coaching industry. She has worked with CEO's and other organizational leaders since 1987. Her history is replete with originality, creativity and courage. ICF President Steve Mitten refers to people like Anneli as being “on the bleeding edge”! She readily shares her successes and “lessons learned” with new and experienced coaches and serves as a role model.

Anneli's 18 years as an international coach have had many star-studded and magical moments, all of which has helped enormously to further the growth of this industry. Here are just a few examples:

1. Anneli created one of the first Coaching Models in existence:

Anneli is a thinker, a visionary, an innovator and a doer. As early as 1987 Anneli took her knowledge as a registered therapist and created the CAST™ Coaching Model: “Coach – Action – Success – Teach”. In other words she believed that as she coached individuals they would take action for personal and professional success. With that success the client could then “pay it forward” by teaching others what they learned from Anneli. Anneli takes every opportunity to allow individuals to become leaders in their own right.

2. Anneli has diligently promoted the Coaching Industry at every opportunity

Anneli's passion for this industry led her to appear on over 40 television show and 100 radio shows throughout the US and Canada. The media kept insisting on calling her work “counseling” Anneli patiently educated them that what she was doing was really “coaching”. In other words Anneli was in the forefront of educating the public on the benefits of coaching.

3. Anneli started and was the first ICF Chapter Host in the city of Victoria

During 1999 and 2000, Anneli took on the responsibility as Chapter Host for two years. Her leadership generated outstanding media attention in 11 different publications for the first international coaching week in 2000. Anneli was one of the first coaches to receive an MCC in Canada.

4. Anneli continues to be a sought after speaker for her industry expertise

Anneli is an accomplished speaker and has received rave reviews from presentations she has made on the topic of selling to the local ICF chapter and students of the Royal Roads Coaching Program. Sales and marketing is often a tough skill for new coaches to master and Anneli willingly shares her wealth of sales knowledge with them and inspires them to keep going! To not give up!

Anneli continues to develop leading edge programs such as “Coaching for the Sales Professional” She delivers 15-20 workshops per year many of which are complimentary or honorarium based.

5. Anneli is a role model of further education

With an additional Doctorate in Metaphysical Science Anneli is currently working on a third Doctorate (Ph.D.) in Holistic Life Coaching.

6. Anneli is a published author of books and articles and is often quoted as an industry expert.

Anneli’s book entitled “Ultimate Success” describes in detail the 7 keys to successful leadership. I watched in awe as Anneli showed me a huge file filled with newspaper clippings, in which she has been quoted as an industry expert! Her published articles have appeared in different languages. She is currently co-authoring the book “World-class Customer Service”.

7. Anneli is considered by many to be a leader in the field of consciousness raising

Like all coaches, Anneli plays a role in raising the consciousness of the planet:

- a. In Sept 2001 Anneli initiated North America’s First Multidimensional Congress in Victoria, with world-renowned experts from around the globe.
- b. Since 1995 she has developed an extensive Almanac for future students as a Reference Document with currently 23 pages of subject matters and over 2100 references.
- c. Anneli is currently writing the curriculum for the TH Academy for Higher Consciousness Research, and Education.

8. Anneli is fluent in both English and German and promotes coaching in several countries.

She coaches individuals in five countries while continually promoting the benefits of coaching.

Community

Anneli reaches out into the community to serve the people in need. She has given presentations to seniors in our community on a program she specifically created for them entitled “Happiness at your Fingertips”. This well-received presentation was used to encourage the elderly to “never give up” and to “experience that they still can make a valuable difference to the world”.

Anneli is a mentor volunteer at Leadership Victoria. She coaches and mentors new leaders to be the best that they can be.

Anneli is a humanitarian with passion and devotion to mankind. Her commitment is deeply rooted in her conviction that she is on this Earth to serve.

Personal Achievements

Anneli’s greatest personal achievement is her community outreach. Her love for people and her passion for their success have led her to volunteer thousands of hours to the betterment of human kind. Her dog, a Yorkipoo, named Bravo is one of her greatest joys and loves! She is also an enthusiastic and compassionate Latin dancer! Both Bravo and dancing keep her in balance.

Anneli Driessen is indeed very deserving of the 2005 Canadian Coach of the Year award.

Respectfully Submitted, *Betska K-Burr*



Part 3: **BIOGRAPHY OF THE NOMINEE**



Anneli Driessen

- Ahead of her time -

www.annelicoach.com

- Since 1978, Dr. Anneli Driessen Ph.D, M.Ed, MSW, CMS, Msc.D, MCC coaches CEOs, executives and other organizational leaders internationally in the public and private sector.
- For 10 years, Dr. Driessen has been the advice columnist for the leading British Columbia publication *Focus on Women*.
- In 1999, she earned the International Marketing and Sales Certification (CMS) analogous to the highly regarded ISO 9000 program.
- In 1999, she initiated and co-founded the ICF Chapter on Vancouver Island BC serving as first Chapter Host for two consecutive years.

1995, she initiated and co-founded Delegation 2000, now: TH. Academy for Higher Consciousness Research and Education, promoting the exchange of information, consciousness research, education and individual thinking and application of new knowledge into everyday life. new knowledge and individual thinking.

- Her book "*ULTIMATE SUCCESS*" (2002) reveals 7 key principles of successful leadership.

- Part 4: (a) **Two Letters of Support from Coaching Peers**
(b) **One Letter of Support from a Coaching Client**

LIZ JAMES Msc.B.
James Management Coaching & Consulting

36 - 450 Dallas Rd.
Victoria, BC, V8V 1B1
CANADA

Tel. 250. 386.7066
Fax. 250. 386.7065
Email: liz_james@telus.com

September 27, 2005

Re: Letter of support from a Coaching Peer

First, I would like to briefly introduce myself. I am 69 years old and have coached people and groups in the areas of nutrition, weight-loss, and general life-style for over 30 years. Next to my own Consulting and Coaching firm, I am the co-owner of the *Bodylight Clinic Inc.* and serve as a volunteer instructor at the *Th. Academy for higher Consciousness Research and Education.*

I have known and worked closely with Anneli for 14 years and have got to know her very well. She is my colleague, business associate and trusted friend. Anneli is indeed a most unusual individual. She has an exceptional creative mind and maintains a sense of curiosity, optimism and humour about life and its possibilities that I have never encountered with anyone else before. In addition, she is most generous in every way and gives abundantly to others close to her as well as her community.

One of the things I really love most about her is that she keeps her word and gets things done, which is something that makes it such a pleasure to work with her. Dr. Driessen is easy to talk with and has a great understanding and comprehension of the most demanding and challenging issues of life. I sincerely believe that the combination of her Emotional Intelligence, her inspiration, **and** her ability to put things into action makes her an exceptional premier leader in her field as a Coach.

It is my pleasure and conviction to recommend Anneli Driessen to be the recipient of the 2005 Canadian Coach of the Year award.

Sincerely

Liz James

September 29, 2005

Canadian Coach of the Year Committee

Re: Nomination of Dr. Anneli Driessen

It is with great pleasure that I write this letter of nomination for the recognition of Dr. Anneli Driessen as Canada's Premier Coach. I am able to think of a multitude of reasons why I believe Dr. Driessen deserves this Award, however, due to limited space, I will limit myself to a few key points which I think will strongly support her eligibility.

- Dr. Driessen was the first to introduce coaching as a profession to Victoria and Vancouver Island, British Columbia commencing 1998. Dr. Driessen has consistently been on the leading edge in both the coaching and counselling industry for many years. For example, in 1994, she established **Counselling-By-Phone International**, providing a groundbreaking and controversial new coaching and counselling service.
- Dr. Driessen demonstrates a strong inner sense of independence, vision, leading edge and innovative thinking and is willing to take the risk and act!
- Dr. Driessen has a unique and creative ability to tailor-design an effective coaching program for each client she serves. She works with her clients to actualize their goals and become the architects in their life, business and/or career.
- Dr. Driessen is committed to regular self-reflection, self-learning and development and is truly a 'life-long learner' as demonstrated by her continued involvement in advanced learning and ongoing education.
- Dr. Driessen is a woman who, in both her personal and professional life, demonstrates great kindness, authenticity and integrity. She walks her talk!

Dr. Driessen is a leader, an inspiration, and a role model. I strongly recommend her to be chosen as the recipient of the 2005 Canadian Coach of the Year Award. It is a great privilege for me to recommend her for this Award.

Sincerely

Mackenzie Brooks, Ph.D.

Susan M. DeFlorio

Sammamish, WA USA ∞ sdeflorio@covad.net ∞ 206-779-901

September 26, 2005

Dr. Anneli Driessen
1516 Louise Place
Victoria, BC V8P 2T9 CANADA

Re: Nomination for the Canadian Coach of the Year Award

Dear Anneli:

I am absolutely thrilled you asked me to write this letter as your client in support of this special nomination.

It's been about a year since our coaching sessions, and I wanted to give you a progress report. As you know, we started from a good place. I was successful as the General Manager of Focal Communications. I worked there over five years, and spent over twenty years in telecommunications. I built the Seattle branch from scratch, and achieved the top sales in our system. During my tenure, I generated \$15 million dollars in new revenue and forged alliances with most of Seattle's top companies.

Yet, I was frustrated about my waning ability to impact strategic direction. I wanted to understand if the environment would allow me to contribute in a more meaningful way, or if there was some way I could adjust my behavior to achieve that objective. Working with you, it became clear that what I needed to do was gain greater clarity and ownership of my overall goals and talents.

Through you, I learned I was ready for bigger and better things. The end result was feeling more confident in my decisions and having greater control over my life's work. As we journeyed together, I was freed of self-created limits and was able to set new goals reflecting the leadership I had to offer an organization. I went from "hoping I could help" to knowing I could be in charge.

In very gentle and creative ways, you helped me discover who I really am. I still remember when you recommended a certain book about CEO behavior. My first thought was "that can't be me", when in reality my strong service nature was overshadowing my leadership talents. You knew it was important for me to discover those talents and take ownership of them. And, you knew I would see it in that book.

Anneli, you taught me a lot about myself. Your unique perspective helped me put a "business problem" into a "life" perspective. I'm now able to operate at a much higher level, and have leveraged my talents as Chair of Bellevue Economic Partnership. I've enjoyed some time off and am engaged in a job search. I am confident in my ability to obtain a CEO level position in a technology company. Recent interviews suggest I'm on the right track. I'd like to thank you for your help, support, insight and guidance. To the extent you can share this as a "happy ending" story, please do. I think the world would be a better place if more people get a chance to work with you. You deserve in every way the Reward as the 2005 Canadian Coach of the Year.

With best regards,

Sue DeFlorio

Part 5: SUBMISSION SAMPLES of SUPPORTING DOCUMENTS

Rave Reviews from Anneli's Clients:

"Bill Parcells, Pat Riley and Joe Torre have nothing on Dr. Driessen ... a Major League Coach."

- Herb Knoll, Senior VP, Bank of America, Nashville, TN, Columnist, Author

"Anneli expanded my corporate vision to a panoramic view by carefully and thoughtfully leading me through a process of self-discovery that allowed me to easily see business solutions that had formerly lurked behind brick walls."

- Raymond C. Horton, President & CEO, Horton Financial Services, LLC, Shreveport, LA

"Your insight into the personality of the principal of the potential merger candidate saved our 45-year-old company from financial ruin."

- Roy Chitwood, President & CEO, Max Sacks International, Inc., Seattle, WA

Professional Designations:

MCC - Status current
Ph.D - Educational Psychology
MSW - Masters of Social Work
M.Ed - Masters of Education
CMS - Certified Marketing and Sales
Msc.D - Doctor of Metaphysical Science

Professional Memberships:

International Coach Federation
Canadian Society of Clinical Hypnosis
Adlerian Psychology Association
American Metaphysical Doctors Association
University of Metaphysics and University of Sedona
Th. Academy for Higher Consciousness Research

Professional Contributions:

- Started first ICF Chapter in Victoria BC in 1998
- First ICF Chapter Host for two consecutive years: 1999 and 2000
- Author of *ULTIMATE SUCCESS* (2002) identifying 7 key principles of effective Leadership by working with, coaching and observing CEOs for 15 years
- 2002 - Developed six modules for the Track Selling System™ 3-day workshop through the utilisation of the subconscious mind in the accelerated learning process. Coached Sales Trainers to apply safe techniques;
- Guest Presenter at the *Vancouver Island Professional Coaching Association* "Selling your Socks off"
- Guest Presenter at *Royal Roads University, Victoria, BC*, for the Executive Coaching Program: "Selling Coaching" 2003
- Presented 3 workshops for Seniors in *Retirement Facilities for Independent Living* in Victoria, BC, "Happiness at your Fingertips" 2004 complimentary or on an honorarium basis
- Since 2004 Volunteer Mentor/Coach for *Leadership Victoria* (www.leadershipvictoria.ca)
- Published article in *Personal Excellence - The Magazine for Life Leadership* -, March 2005, "Be more likable - You will be a better Leader"
- Was quoted in numerous articles and interviews to be found under search engines such as google.com
- Most recently appeared the *Puget Sound Business Journal*, April 15, 2005, "Using a Coach and /or Mentor for Business Success" and
- In the magazine *Washington CEO*, June 2005, in "A New Kind of Leader".





Professional Awards / Recognition:

- In 2003 recipient of the Ken Arbuckle's Fellowship Award for Complimentary Executive Coaching Services provided to members of the Executive Board of Sales and Marketing Executives International (SMEI) "In Appreciation of Significant Assistance given in the Advancement of Understanding and Development of Professionalism in Sales and Marketing". Award as presented in Oklahoma City in the *Hall of Fame*.

Significant additional Contributions:

- Initiated North America's First Multidimensional Congress in Victoria, BC, September 2001. ***World Renowned Experts from Science, Medicine, Philosophy, Business and Entertainment from Germany, Canada, Switzerland, Mexico, Hawaii and the US presented about today's State of the Art Consciousness Research.***
- Initiated and co-founded *Delegation 2000* in 1999, later: Community for Metaphysical Education and now: TH. Academy for Higher Consciousness Research and Education. ***Promotes education, consciousness research, education and individual thinking and application of new knowledge into everyday life.***
- Co-Founder of the **Academy for Consciousness Research** (Since August 2005): *Purpose: A new era of awareness and knowledge of human nature will emerge, based on science, new information, expanded thinking, responsible action and personal accountability. The increasing realization of the vastness, the uncountable mysteries, secrets and also the interconnections on macro- and microcosmic levels of life and functions of the entire Universe lead to shifts in thinking. Focus is on new priorities on the direction of ethical principles and behaviour designed to help the development of man's character and the community at large. "The future is the Science about the Universe."*

Current ongoing involvement with Coaching related activities:

- Since 1995 - Developed extensive **Almanac as Reference Document** with currently 23 pages of subject matters with over 2100 references.
- Since 2003 in the process of co-authoring the book "**World-Class Customer Service**"
- Since March 2004 enrolled in a Ph.D. program in **Holistic Life Coaching** at the University of Sedona, AZ
- Since December 2004 participating in the development of **World-Class Customer Service - One day Workshop for Sales Trainers and Coaches**; purpose: *More focus and concentration, more confidence and ease (less anxiety and fear), increased retention through positive programming of the information, internalization of goal setting, strengthening of intuitive abilities, alignment with one's inner belief system and ethical foundation*
- Since January 2005 in the process of being an active contributor to the development of a **Coaching Program for Sales Management**;
- Since August 2005 curriculum development of 16 lessons with testing and accreditation procedure for the *Th. Academy for Higher Consciousness Research and Education* with assistance from a legislative analyst from the Ministry of Education.

Anneli is truly a woman "Ahead of Her Time".

Her vision is my vision and your vision – to make this world a better place to live and work.

I wish to thank you for your consideration of Dr. Anneli Driessen as Canadian Coach of the Year.

