



# Health System Leadership Academy

## Meet the Coaches





# Amanda Björn

Amanda is an Associate Certified Coach through the International Coaching Federation, Business Coaching Advantage Certified Coach™ and a Registered Corporate Coach™ with the Worldwide Association of Business Coaches.

A former Occupational Therapist and the former EVP of People, Culture and Strategy at a large Academic Health Sciences Centre in Ontario, she has spent her 25+ year career working in healthcare. Her experiences take her from the hospital bedside to the boardroom. She is passionate about creating healthy workplaces for those who provide care by developing the leaders who influence them. In 2021, she decided to leave her Executive role and started her own business (Humanistic Systems at Work) to bring more humanity to healthcare workplaces. She is the creator of the 'ME to WE to ALL' development framework, Providence Healthcare's PRISM Award-winning Leadership Development Institute, and the most extensive public library collection of leadership books in Toronto (which she created by accident).

Amanda's coaching clients describe her as "corporate with heart" - she enables transformation, accountability, creativity, and strategy while enhancing people's ability to see the 'human side.' She enjoys working with leaders who want to make a difference in their own lives and those around them by being willing to take a bold look within to learn who they truly are - discovering the dark parts they have been hesitant to peek at and the brilliant strengths within.

In her spare time, you will find Amanda in the front row of various concerts. Her favourite venues are Red Rocks Amphitheatre in Denver and Massey Hall in Toronto.



# Stephanie Brundl

Stephanie has a Masters in Health Administration and is a Certified Professional Co-Active Coach as well as an Associate Certified Coach with the International Coaching Federation. She's been coaching for 15 years.

Stephanie is currently Vice President of the Canadian Positive Psychology Association, focusing on the science of promoting human well-being, flourishing and happiness. She began her healthcare career as an Occupational Therapist in various acute care, rehab and complex care hospitals in Canada. She was instrumental in redesigning blood donor clinics across Canada to decrease wait times and increase clinic flow. Stephanie then pivoted into a career in Organizational Development where she created leadership development and staff wellness programs and coached leaders from the front line to the C-suite.

Most recently, Stephanie owned a small fitness business while working full time as the Change Management lead for an electronic health record implementation. Feeling symptoms of burnout, she learned how to better cope and become resilient in the face of immense time pressure and a crushing workload.

The feedback Stephanie most often hears about her coaching is that she listens deeply and helps people shift perspectives and find joy in their work and life again. She loves working with people who are burnt out, struggling to find meaning, and overwhelmed. She is here to remind you of your unique strengths and values in service of crafting a life you love.



# Kelly Cowan

**Kelly is a Professional Certified Coach with the International Coaching Federation. Kelly brings over 30 years of leadership solutions and 1100+ hours of coaching experience. She coaches leaders in healthcare, financial services and technology.**

Do you feel called to lead to improve patient care, yet feel weary? Let hope spark, love guide, peace calm and joy call. Tap into your renewable energy sources. Make the difference you want to make. Lead with purpose and solve the problem you can no longer ignore.

Kelly coached 8 senior directors and executives to achieve VP and Chief roles, leveraging 11 years as faculty member of the DeGroot Director Program. She pioneered a leadership coaching program helping 30 high-potential Directors deliver results with Allstate Canada. Her change consulting positively impacted engagement through reorganization, technology, and performance management implementations. She helped build leadership pipelines and address engagement gaps. She served healthcare executives including Nova Scotia Health, Bridgepoint Health and BC Nurses Union.

Kelly's specialty is helping healthcare executives navigate complexity professionally and personally with fresh energy. Her expertise with neurodiverse and blended families translates into practical strategies for leading complex stakeholder relationships and delivering results in healthcare systems.



# Aileen M. Edwards

Aileen M. Edwards is an Associate Certified Coach through the International Coach Federation and a Business Coaching Advantage Certified Coach™ with the Worldwide Association of Business Coaches.

Aileen draws on a range of models and frameworks in bringing about transformational change. She enjoys working with leaders at all levels who want to make changes to move forward in their career and personal lives.

Aileen is a coach, mentor and facilitator who brings Diversity, Equity, and Inclusivity skills to focus conversations that facilitate performance, change and learning relevant to their personal, organization or business context. She uses her coaching skills and strengths to support clients in achieving their goals by building a learning partnership focused on creating purposeful, goal-driven actions.

With over 30 years of experience in Human Resources, including extensive expertise in the healthcare industry, Aileen has dedicated her career to empowering organizations through strategic HR leadership and transformative people practices. Her passion lies in creating environments where both individuals and teams can thrive, fostering cultures rooted in engagement, inclusivity, and excellence. She is an authentic, collaborative, and experienced facilitator, leader, and coach with a strong executive presence.



# James Goertzen

James is a leadership and educational coach with a passion for leadership development. He is an Associated Certified Coach with the International Coaching Federation and completed advanced coaching training through People Dynamics Learning Group.

After completing a family medicine residency, James worked in healthcare and health professional education for over 35 years. This includes patient care activities and leadership positions in a range of hospital and community settings. In health professional education, James has held leadership roles in multiple medical schools. He is a faculty member at the Northern Ontario School of Medicine University. He has facilitated health professional development sessions across Canada with a special interest in supporting highly resilient teams, compassionate care, psychological safety, and courageous leadership.

Within coaching relationships, James is committed to co-creating supportive spaces for learning at the edges of one's comfort zone. This includes recognizing both leadership strengths and shadows, practicing self-compassion, and embracing creativity along with a commitment to lifelong learning as an individual, team member, and leader.

Together with his spouse, James plays outdoors on the edges of Lake Superior while cycling, hiking, paddling, and skiing.



# Jane Graydon

Jane is a highly accomplished ICF-accredited Master Certified Coach and trusted thought partner. She helps leaders and physicians unlock their full potential and fulfillment through insightful feedback, self-discovery, and accountable action that drives meaningful results.

With over 30 years of experience spanning executive coaching, leadership development, and hands-on leadership roles, Jane specializes in guiding physicians and senior leaders in healthcare and other complex organizations through transformative change.

Jane has a keen ability to help clients recognize and overcome unconscious biases that may limit their growth or decision-making. She is also deeply committed to supporting women leaders in breaking through barriers, and thriving in their careers.

Jane's clients appreciate her unique ability to quickly build trust, inspire deep reflection, and help them translate ambitious visions into tangible outcomes. Known for her forthright yet compassionate approach, Jane challenges clients to step into their courage, embrace innovative thinking, and elevate their communication effectiveness.

Her coaching creates lasting impact, equipping clients with the tools to sustain their growth beyond the coaching engagement through enhanced self-awareness, reflection, and actionable strategies.



# Ashley Lyon

Ashley is a certified Business Coaching Advantage Practitioner™ through People Dynamics Learning Group Inc.

With a background in social work and extensive leadership experience across both clinical and non-clinical sectors of health care, she excels in dynamic, fast-paced environments and is committed to fostering high-performing teams.

With expertise in strengths-based leadership, Ashley brings a strategic lens to business coaching, leveraging her experience to support leaders in driving results while fostering inclusive and accountable workplace cultures. Her work is rooted in principles of equity and organizational excellence.

In her current role as Director of Equity & Development, Ashley is passionate about leadership development and driving meaningful change at the individual, team, and organizational levels. As a systems thinker, she adeptly aligns organizational goals with individual objectives, ensuring cohesive and strategic progress.

Ashley believes in a collaborative coaching relationship—one that empowers individuals to clarify their goals, navigate challenges, and make confident, values-aligned decisions. She supports clients in achieving personal and professional growth through thoughtful reflection, strategic action, and authentic partnership.





# Mandy McMahan

Mandy is a Registered Corporate Coach™ through the Worldwide Association of Business Coaches. She holds a Ph.D. in Psychology and has over 15 years experience providing direct clinical care and strategic leadership.

Mandy brings a unique depth of insight into human behaviour, motivation, and leadership dynamics. Her coaching approach is grounded in research from psychology, emotional intelligence, and behavioural science, enabling her to help clients shift limiting mindsets, build strategic self-awareness, and lead with authenticity and effectiveness.

Mandy works with senior and emerging leaders who seek to navigate transitions, maximize their potential, or manage relationships in high-performance environments. Mandy is known for her insightful questioning, psychological flexibility, and ability to translate complexity into clarity.

Outside of coaching, Mandy enjoys trail running, skiing, and mountain biking. She also volunteers her time by serving on the boards of nonprofits that focus on equity and access in the community, as well as safety and well-being in the workplace.



# James Voulakos

James Voulakos, a seasoned leadership coach and professor in the Faculty of Business at George Brown College. James possesses expertise cultivated across multiple landscapes, including corporate, academic, healthcare and entrepreneurial.

James' multifaceted background is uniquely tailored to the intricacies of the healthcare industry, where he excels in coaching leaders. His commitment to fostering personal development resonates powerfully in his tailored coaching approach, creating transformative and impactful leadership journeys within the healthcare sector and beyond. He is a highly skilled leadership coach specializing in co-active coaching, a methodology that places emphasis on the comprehensive development of individuals. Recognizing the fundamental importance of self-awareness in achieving effective leadership, James empowers his clients to delve into their own identities prior to exploring their impact on others.

With a keen aptitude for perceptive problem-solving, James possesses a distinct ability to guide individuals towards genuine personal growth while fostering positive influence within their teams. Integrating his extensive coaching experience with practical business acumen, James has established himself as a trusted advisor to senior executives. In addition, he actively contributes to the academic sphere by conducting research on adult learning and sustainable behavior change.

Through his coaching practice, James not only assists leaders in attaining their objectives but also facilitates enduring transformations that are in harmony with their authentic selves. Employing a multifaceted approach, he ensures that his clients evolve into influential leaders who have a profound organizational impact.



# Brianne Wood

**Brianne Wood, PhD, is a researcher, coach-in-training, and passionate advocate for equity-centered change. She is currently completing her Business Coaching Advantage Practitioner™ training with People Dynamics Learning Group Inc.**

Brianne has worked in Northern Ontario since 2012, first as a health systems epidemiologist and later as a researcher and educator. She holds a PhD in Epidemiology from the University of Ottawa and is now an Associate Scientist focused on social accountability and learning health systems. She leads the Rapid Improvement Supports and Exchange (RISE) initiative and serves as Research Director for a primary health care practice-based learning network.

Her research explores how health systems can be more equitable and driven by learning processes –especially in northern, rural, and isolated areas. She’s curious about how AI can be used in thoughtful, contextualized ways, and how we can better measure progress toward health equity.

At the heart of Brianne’s work is a belief in people. She partners with individuals and teams to grow confident, resilient leaders who can shape the systems they work in. Her coaching is grounded in curiosity, humour, and respect for lived experience. Brianne supports those building or evolving learning health systems—helping them align values with action, navigate complexity, and foster reflective, improvement-driven cultures. Drawing on academic and real-world experience, she brings equity, systems thinking, and collaboration to every conversation—helping leaders unlock potential and spark meaningful change.



# Kristen Woods

**Dr. Kristen Woods earned her Medical Degree from Michigan State University's College of Human Medicine and holds a Masters of Medical Management degree from Carnegie Mellon University's Heinz School of Business.**

Kristen empowers leaders to transform healthcare delivery by blending evidence-based coaching with executive healthcare expertise. As a certified business and executive coach, she specializes in helping healthcare leaders amplify their leadership impact while reducing moral distress across healthcare organizations.

Whether working with a seasoned executive or an emerging leader, Kristen's approach focuses on deep listening, expanding perspective, and generating insights that lead to action.

With an impressive 25-year track record in healthcare, spanning roles as a distinguished family physician and accomplished executive, Kristen brings to the table extensive expertise in areas including interdisciplinary care teams, population health, change management, Lean system design, and health system operations.

Her commitment to continuous learning extends beyond her professional life—she's an avid runner, dedicated yogi, and exercise enthusiast who finds joy in connecting with nature. When not coaching healthcare leaders, she cherishes time with her spouse and enjoys watching her children compete in collegiate soccer. Her curious spirit has even led her to embrace the challenge of learning piano as an adult.

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# Barb Zelek

Barb is a family physician and professor at NOSM University. She is completing her Business Coaching Advantage Practitioner™ training through People Dynamics Learning Group Inc.

With 25 years of experience as a family physician, Barb brings deep insight into the realities of clinical care including work in collaborative health teams and healthcare organizations, rural generalism, and academic leadership. A passionate advocate for system improvement, Barb has been deeply involved in primary care research and was instrumental in developing a research network that continues to connect clinicians and researchers across distributed communities. She holds the Canadian Certified Physician Executive (CCPE) designation, reflecting her commitment to excellence in health leadership and her ability to navigate complex organizational change.

As a coach, Barb brings a grounded, relational style and a systems-thinking lens. Her diverse experiences enable her to support leaders as they navigate uncertainty, build resilient teams, and lead with clarity and compassion. Barb creates a coaching environment rooted in curiosity, courage, and care—helping others grow into the kind of leaders they want to be.