

Eileen Reardon (she/her)

Partner

Profile

Eileen Reardon is a professional coach and facilitator of group process. She provides leadership development, coaching and strategic counsel to organizations and individuals in a variety of sectors.

Trained in both leadership and coaching by the Coaches Training Institute, based in San Rafael California, Eileen is a Certified Professional Co-Active Coach (CPCC). In addition, Eileen was trained in Organization and Relationship Systems Coaching by the Centre for Right Relationship and Team Coaching International. She is licensed to administer the Team Diagnostic Assessment and is also qualified to administer the Myers Briggs Type Indicator (MBTI Type I and II) and The Leadership Circle Profile and Collective Leadership Assessment.

Eileen's leadership practice is grounded in 20 years business experience in national and regional corporations as well as the non-profit sector, where her primary focus has been transformational change. Over the course of her career, Eileen has played leadership roles in the disciplines of public affairs, marketing, and government relations. She has led five significant re-branding initiatives and played leadership roles in an equal number of organizational mergers and/or acquisitions.

Eileen brings a unique blend of business knowledge, leadership experience and coaching skills to her leadership, team and strategy development practice. She works with organizations to provide clarity of purpose and alignment of action and she believes passionately in the effectiveness of teams at solving problems and achieving superior results.

Select Clients Served

- Province of Nova Scotia
- Halifax Public Libraries
- HRM
- Helly Hansen
- High Liner Foods Inc
- Housing Nova Scotia
- IWK Health Centre
- Microsoft Corporation
- IWK Foundation
- Medical Society PEI
- Medbuy Corporation
- Health Authority
- Acadian Seaplants
- Clearwater Seafoods
- Over the Edge
- SBM
- Sigmast Communications
- Staples Business Advantage Canada
- Nova Scotia Health
- STI
- Shaw Group
- Wattpad
- YMCA Greater Halifax
- Dalhousie University
- Doctors Nova Scotia
- Halifax Port Authority
- Cox and Palmer

Work History

2009 – Present Fire Inside Leadership

2004 – Present Eileen Reardon Leadership Coaching

Fire Inside – Founding Partner

Eileen Reardon Leadership Coaching – President

As a partner and co-founder of Fire Inside Leadership, Eileen provides leadership development, team coaching, facilitation and strategic consulting services to support leadership teams and peer groups within organizations in the private, public and community sectors. In addition, she provides leadership coaching services to individual clients. Prior to her work in the field of leadership development, Eileen played leadership roles in the corporate and nonprofit sectors where her primary focus was transformational change.

2001 – 2004 Maritime Life Assurance Company

Vice-president, Corporate Communications & Research

Responsible for the operations of four fully cost-recovered client service organizations as well as corporate brand and reputation management. Under her leadership, a new service delivery model was created which improved client satisfaction, increased capacity and reduced expenses all by over 30% while reducing overtime by 98%.



1999 – 2001 Aliant Inc.

Director, Marketing & Business Development

Responsible for consumer marketing and business planning including product development, market management, advertising and research.

1989 – 1999 MT&T

Regional Manager, Marketing Communications

In addition to a variety of other leadership and managerial roles in marketing communications, government relations and public relations over a 10-year period within this corporation.

1986 – 1989 Nova Scotia Heart Foundation

Fund Raising and Public Relations Coordinator

Education, Professional Development, and Accreditation

2020 World of Business Ideas (WOBI), Digital training

Emotional Intelligence with Daniel Goleman

2020 Coaches Rising

Inside Coaching

2020 Health Means

Parasympathetic Summit

2019 and 2018 Coaches Rising

Art of Developmental Coaching

2016 The Leadership Circle Profile

360 Leadership Assessment and Collective Leadership Assessment Certification

2014 Ten Directions

Integral Facilitation Training

2011 – 2013 Therapeutic Approach Yoga Studio, Halifax, NS

500 hour Yoga Teacher Training Certification

2010 – 2011 Therapeutic Approach Yoga Studio, Halifax, NS

200 hour Yoga Teacher Training Certification

2010 Psychometrics, Halifax, NS

Myers Briggs Indicator Type 11 Qualification program

2009 ALIA Summer Institute, Halifax, NS

Human Systems Dynamics Training

2004 – 2010 Center for Right Relationship, Toronto

Organization and Relationship Systems Coaching Training

2007 Psychometrics, Halifax, NS

Myers Briggs Indicator Type 1 Qualification Program

2007 Arbinger Institute, Halifax, NS

Leadership and Self Deception Workshop – Arbinger Institute

2007 Team Coaching International, Washington

Team Coaching Intensive - Authorized Team Diagnostic™ Facilitator

2004 – 2005 The Coaches Training Institute, Toronto

Co-Active Coach Training Program - Certified Professional Co-Active Coach (CPCC)

2004 – 2005 The Coaches Training Institute, San Rafael, CA

10-month Co-Active Leadership Program

1993 Canadian Public Relations Society Inc. (CPRS)

Accredited Public Relations Professional (APR)

1986 Dalhousie University, Halifax, Nova Scotia

Graduate Diploma in Public Administration



1981 – 1985 Mount Saint Vincent University, Halifax, Nova Scotia

Bachelor of Public Relations

Community Leadership

- Holy Cross Cemetery Trust – Strategic Advisor (2007 – Present)
- Feis Nova Scotia – Co-Chair 2010 - 2011
- Feis Nova Scotia – Marketing & Program Chair (2007 – 2010)
- Charitable Irish Society of Halifax – Director (2006 – 2008)
- Symphony Nova Scotia – Director & Marketing Chair (2000 – 2007)
- QEII Capital Campaign – Communications Advisor (2004 – 2006)
- Events Halifax – Director (2003 – 2004)
- Atlantic Mobility Products, Director (2000 - 2001)
- Canadian Public Relations Society – Vice-President & Awards Chair (1990 – 1995)

