

# Susan Goodfellow

## CEO, Good Insights Strategy

A senior leader with a focus on providing clear direction, building high performing teams leading to superior results.

Susan Goodfellow has over 25 years experience both as an executive and a consultant to senior leadership teams in the areas of strategy, organizational development, leadership, culture transformation, employee engagement and major project implementation and troubleshooting. She is also a Master Corporate Executive Coach (MCEC) and a Chartered Professional in Human Resources (CPHR) with a focus on leadership, employee engagement and organizational effectiveness.

She was CEO of a consulting firm with a focus on strategic planning, organizational change and transformation and executive coaching, Managing Director (Hong Kong) for the Strategic Thinking Group, Vice President of Operations and Strategic Planning for an educational publishing company and an Executive Director and Strategic Advisor with the British Columbia Government (MPR, PSSG, MEMPR) in Canada. Susan also served as Director of Operations for an international consulting firm where she managed major consulting engagements throughout the Asia/Pacific region.

Over the past 10 years Susan has been working extensively with senior leadership teams at BC Hydro, the Independent Investigations Office, TI Corp, the Forest Practices Board, and several government ministries including Citizen's Services, Ministry of Health, Ministry of Energy, Mines and Low Carbon Innovation, Ministry of Transportation, Ministry of Forests, Lands and Natural Resources amongst others as well as several private sector firms including Philips Health Care, Mizuho OSI and PwC.

The majority of this work has been to:

- clarify strategic direction and ensure smooth execution of strategies and plans
- improve leadership skills and support leaders to build high performing teams
- plan and manage succession and workforce development
- manage and strengthen teams and reduce silo's
- support major transformations
- build strong organizational cultures aligned to corporate values

## Areas of Specialization

- Strategic Planning
- Increasing Employee Productivity and Engagement
- Succession Planning and Management
- Corporate Culture Transformation
- Organizational Effectiveness
- Leadership Development
- Organizational Design
- Corporate Perspective
- Change Management
- Vision and Goal Setting
- Building High Performing Teams

## Assessment Tools

- Myers Briggs Type Indicator (MBTI)
- LI -Leadership Impact
- MI - Management Impact
- GSI - Group Styles Inventory
- LWS - Leadership Work Styles,
- LSI - Lifestyles Inventory
- OCI/OEI - Organizational Culture/ Organizational Effectiveness
- Cognitive Edge and Sensemaker



*I work at the intersection  
of strategy, culture and  
leadership*