

Biography - About Jennifer Britton

Jennifer Britton, PCC, CHRP, CPT founded Potentials Realized in April 2004, weaving together her passion and expertise in the areas of business development, teamwork, leadership and performance. Since that time, Potentials Realized's programs and services have benefited hundreds of individual and organizational clients from across North America, stretching throughout Europe, the Caribbean and as far away as New Zealand. She has partnered with governmental and non-profit agencies, as well as some of Canada's Top 100 Employers from the financial services, educational and health care industries.



Jennifer Britton's professional and life path has been described as "unique", "trail blazing" and "inspirational". In early 2004, Jennifer became one of the first nineteen Certified Performance Technologists (CPT) in Canada, in recognition for the results-based, systemic training and performance improvement work she has undertaken with organizations and programs globally. Jennifer is also accredited as a Professional Certified Coach (PCC) with the International Coach Federation. She is also a Certified Human Resource Professional (CHRP) and a Certified Professional Co-Active Coach (CPCC) through the Coaches Training Institute (2005). Jennifer is also recognized expert in the area of group coaching and other group program facilitation. She continues to deliver high impact, informational programs on these topics to professional groups around the world, including ICF and ASTD.

Since 1988 Jennifer has led team and group programs in fifteen countries around the world, ranging from the grassroots community level to government leaders, from nonprofit organizations to corporations. From 1992 to 2004 Jennifer worked globally as a Program Manager and Director with Canadian and British organizations, and also the United Nations. She has managed projects ranging from the provision of universal secondary school education for young adults in Guyana, to the development of peer education HIV/AIDS programs, sea-turtle research, to working with Governments of the Caribbean to support their development in post-disaster situations.

Jennifer has lived and worked in North America, Central and South America, the Caribbean and Europe. Her professional career has enabled her to work with groups and organizations from all cultural backgrounds, leading to a unique perspective about the world and the potentials we are all capable of. She is a passionate outdoors-person, and aims to integrate the beauty and strength of the natural world into her programs. This is very evident in her Caribbean and Northern Ontario retreat programs.

Jennifer holds a Bachelor of Science in Psychology from McGill University, a Masters of Environmental Studies from York University, and has also graduated with High Honors in post-graduate studies in Human Resource Management. She is a former part-time Business Studies Faculty member where she taught subjects including Marketing, Business Planning, Human Resource Management, Economics and Business Law.

Committed to ongoing professional development and learning, Jennifer is an active member of the International Coach Federation, ASTD, the Canadian Society for Training and Development (CSTD), the International Society for Performance Improvement, and the Human Resources Professional Association of Ontario.

Jennifer is the author of the **Engaging Exercises for Teams and Groups™ Manual**, and a contributing author to [Starting Your Own Business - A Guide for Women in York Region \(YSSTAB, 2006\)](#). She also is featured on the YSSTAB webinar series on Succession Planning (2008). She is a sought after speaker on issues related to business development, team and organizational success and global leadership. She has been quoted and featured in media

sources including the Metro News (Toronto) and BlogHer.

Through her company, Potentials Realized, Jennifer works with professionals and organizations to realize their full leadership and business potential, through the provision of consulting, coaching and training services. She works with a global alliance of high caliber professionals to ensure that you receive the skills needed for your success.

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