



Impact Report

Ignite Leadership International®

2025 - 2026

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A Year of Change and Rebuilding

The past year is our first year back after a sabbatical and a move from Vancouver, B.C. to Victoria, B.C. I decided that it was important for Ignite Leadership International® to reposition itself to reflect on our new purpose and provide greater clarity on who we work with, the services we provide and the impact we strive to make every day.

Ignite Leadership is a boutique, purpose-driven coaching, consulting & training business. We partner with forward-thinking, human-centred leaders who want to elevate their teams and create workplaces where people and performance thrive together. Through our signature **SPARK™** framework, we help managers, directors, executives and business owners move from uncertainty or overwhelm to being confident, focused, and committed to action — creating environments where work becomes a catalyst for growth, wellbeing, and lasting transformation.

Reflecting on our Goals for 2025 – 2026

1. **To rebuild the business** after a lengthy sabbatical both locally in our new location (Victoria), and globally. This rebuild will result in:
 - a. building connections on Vancouver Island and renewing connections throughout Canada and globally.
 - b. redefining and clarifying the services we will offer going forward.
 - c. clarifying who our ideal clients are.
2. **To rewrite our purpose statement** so it more clearly reflects why we exist as a business and how we strive to create positive change and social impact in the world.
3. **To create greater visibility** to the market place so that we become recognized for what we bring to the business world, individual leaders and the impact our involvement creates. This impact has an influence on individual leaders, teams and organizations.
 - a. We will work with a Public Relations consultant to achieve greater leverage in our efforts.
4. **To engage in speaking opportunities to spread our insights and thought leadership** so that we can expand how and why business, leaders and teams can thrive, while also creating a positive environment for the communities they live, work and play in.
5. **To continue our MoreThanGreen™ impact program and donate 2% or more of top-line revenue** to our pre-determined charities. In addition we will continue our volunteer and mentoring activities.

Here's Our Outcomes for 2025 – 2026

Purpose Statement Refined

Our new purpose statement was created after participating in *Crafting Your Unique Social Purpose Statement program* offered by British Columbia Chamber of Commerce. This program offered great insights on how purpose driven businesses can make a positive impact while also creating a good profit, be environmentally-friendly and support people in their organization and beyond.

Our new purpose statement is:



To inspire purpose-driven leaders to build workplaces where people and purpose thrive—so that work becomes a catalyst for well-being, growth, and lasting transformation.

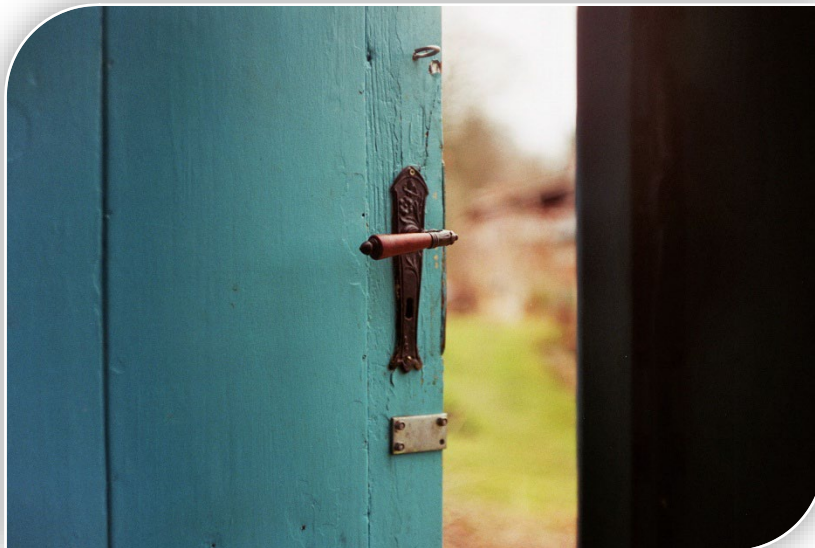
The United Nations established 17 sustainable development goals to reflect the greatest needs throughout the world. Ignite Leadership identifies with **Goal 8 – Decent Work and Economic Growth**. This goal aims to “*Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.*”



In considering both our purpose statement and this UN sustainable development goal, we aim to inspire improvements in workplaces and organizations so that each individual and the business as a whole can thrive. This means that the culture is positive and respectful, inclusive and equitable. In doing so, our clients, and their key stakeholders will be a catalyst for creating a healthy workplace where everyone can grow and participate in lasting transformation.

Our programs and services offer leaders and organizations the opportunity to learn, execute and support changes that will foster greater career satisfaction, strong relationships, pride in work outcomes and the ability to nurture skill development and long-term innovation and development.

Rebuilding Business for Lasting Impact



Over the past twelve months, we have reopened our doors for business.

We moved from our long-time location in North Vancouver to Victoria, B.C. on Vancouver Island.

This has resulted in three key areas

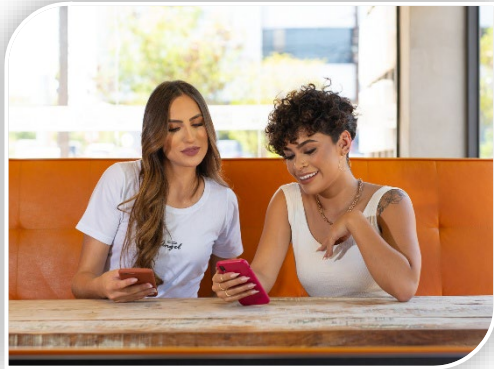
where we have set our sights.

- a) Connecting with businesses and potential clients in the Greater Victoria area, and throughout the Island.

To achieve this goal, we have attended numerous business events in the region and have begun to establish relationships through these

efforts. The unique nature of “islanders” has taken some adjustment in how we network and present our services. The one area that has been clearly embraced is our MoreThanGreen™ program which supports the strongly held values of “Buy Local” and social impact preferences.

In addition to business events, we have also been networking with other business owners who share our focus and beliefs for businesses making a difference in the world. These one-to-one meetings have allowed Catherine to gain an understanding of what is needed, what is important and how to navigate this new environment.



We have held virtual meetings with some amazing people throughout Canada, the U.S. and globally. In the Spring of 2025, we undertook a direct outreach to contacts within our LinkedIn network, and those we have interacted with prior to the sabbatical. This led to new opportunities to explore, clarify and engage as clients or collaborators.

This goal will continue into the new fiscal year as there is still a long way to go that provides the desired outcomes – steady business & revenues, avenues to support other businesses in a reciprocal way, and leverage our business endeavours to give more to our designated charities (otherwise known as a **Triple Win**).

b) Redefining and clarifying the services we will offer going forward.

As a boutique agency, our programs and services are primarily focused on working with individual leaders in manager, director and executive roles, as well as business owners.

Our focus during this past year has been on our coaching programs. We were fortunate to work with some amazing leaders on their challenges and opportunities they faced. For example, we worked

with leaders who received promotions and those who moved into new roles in new companies. Others were more focused on building more positive relationships with their direct reports through communication, delegation, and feedback.

We also chose to create a strong library of online leadership courses. This library will continue to grow in the coming year as it offers our clients different opportunities to learn and develop key skills.



Interestingly enough, online courses have risen in popularity with more than **85% of students stating that online programs help them perform better** than courses in a classroom setting. This occurred as they believed they **retained more of the material** shared and could skip information they already knew, thereby focusing on new topics.

Our new courses include:

- Vision to Victory Pathway – *Unlock your full potential and guide yourself on the path to lasting leadership success* (partners with our Leadership Journal).
- Emotional Intelligence Mastery
- Virtual Networking
- The Introverted Leader – *How to leverage your unique traits for success*
- Boost Revenues & Success with Impact

- Navigating Professional Crossroads: *How to explore your current career options—to stay or go.*
- Ultimate Career Blueprint: *How to take decisive action to land your next job offer with less stress.*

c) Clarifying our Ideal Client

We have identified our ideal client as a **professional who is forward-thinking and human-centered and committed to elevating their teams and creating workplaces where people and performance thrive together.** These leaders hold roles as senior managers, directors or executives within their organization, or they are the owners of a small business.

Through our programs, these leaders will gain the skills, insights and a supporting, growth-driven environment that will foster:

- the ability to lead with authenticity and confidence,
- skills that enable leaders to communicate with clarity, empathy and understanding.
- understanding of leadership traits such as emotional intelligence, strategic focus, delegation and more!
- the determination to nurture a workplace where team members understand why and how they are contributing to the organization's success, as well as their own.

Creating Greater Visibility Through P.R. & Speaking

The long sabbatical has left Ignite Leadership out of the eye of our potential clients and business partners.

Visibility is fundamental in every small business. Visibility is *described as proactively getting in front of a larger audience so you can connect with more clients and grow business.*



Our social media, networking and directed outreach efforts connect us with small groups, however they are limited in reach and results. We have identified that our desired results can only be achieved if we expand both our reach and who we connect with.

About a decade ago, we regularly spoke throughout North America. These efforts have driven business growth and attracted new clients, referral partners and expanded opportunities. In considering our purpose and the impact we want to make, speaking has again been determined to be the ideal vehicle to share our message and bring more visibility to what we do, and our social impact efforts.

Working with a P.R. consultant and their team, we prepared a press kit, updated biographies, speaker sheet, website content and more will be completed early in the new fiscal year. We have also been successfully booked on two podcasts and one summit, thus far. We have committed to 2 more speaking events and 2 more podcasts. Additional articles, press releases and speaker opportunities are pending.

MoreThanGreen™ Social Impact Efforts

We continue to be committed to making a difference in the world through our business endeavours, as well as through volunteer and mentoring activities.

We have also joined the **Canadian Purpose Economy Project** – an organization dedicated to the pursuit of long-term well-being for all in which business and regulatory and financial systems foster an equitable, flourishing, resilient future. Their vision...

is that by 2030, at least 25% of Canadian businesses are adopting, disclosing, and authentically embedding a social purpose across their operations and relationships, and collaborating with others to achieve it.

Here is a look at how we have delivered on our promise:

- 1) We **donate at least 2% of all top-line revenue from any source** i.e. sales, honorariums. In the fiscal year 2025 – 2026 we donated **3.5%** to our pre-determined charities.

Our charities designated for this year include:

- **Canucks Autism Network** serving children, youth and adults on the spectrum.
This year our donation was matched by an anonymous donor, thereby doubling the impact.
- **Wounded Warriors Canada** helping trauma exposed professionals and their families, including Canadian Armed Forces, Veterans, police services, fire services & paramedic services.
- **Alzheimer's Society of Canada** helping alleviate the personal and social consequences of Alzheimer's disease and other dementias and to promote the search for causes, treatments and a cure.

In addition, we have made donations to

- **The War Amps** – supporting & advocating for child, war & adult amputees in Canada.

- 2) We have **collaborated with Futurepreneur**, “a national non-profit organization that provides young aspiring entrepreneurs across Canada with the loan financing, mentorship and resources they need to start or buy a business”. We offer mentorship support.

We have provided mentorship to two groups of new entrepreneurs located in Canada – one in Comox, B.C. and one in Toronto, ON. A previous entrepreneur business stopped the mentorship after 4 months. One business is in the health & wellness industry, while the other produces a functional food product. During the fiscal year, we have **committed 20 hours to mentorship**.

- 3) We have also **volunteered within our community for a total of 50 hours**.

Altogether, we have contributed **over 20% of revenues to our MoreThanGreen™ efforts**.

Other Activities During 2025 – 2026

Partnering with Social Impact Printers

Our **Leadership Journal** was revised and relaunched this year. We also added an online mini course, **Vision to Victory Success Path** to accompany it. The goal of the mini course is to enhance the value of the journal to its user, and boost their ability to integrate goal setting, time management, reflection, gratitude, the elimination of self-limiting beliefs and the attainment of success into their day.



Because we have a physical journal, finding ways to be more environmentally conscious have been top of mind. To align with our values, we have decided to partner with two printers to fulfill journal orders.

- a) **Cloudprinter.com** describes itself as *“a multi-sided platform that connects print buyers with print houses in every corner of the globe. With the help of our Print API and connected apps, businesses and individuals get the opportunity to print as close to delivery destinations as possible.”*

Their efforts are disrupting the print industry and states their approach *“cuts the global delivery-induced carbon footprint by up to 95.6%!”* In addition, cloudprinter.com is an equal opportunity employer that aims to provide employees with professional development opportunities, and benefits such as flexible working hours, holidays, and parental leave.

By utilizing Cloudprinter as our global printer, **we are able to accept orders from global clients and minimize the costs and distances associated with shipping.**

- b) For our Canadian orders, we are using a local Victoria printer, **Print Better Victoria**--one of the top-rated printers in the city. Print Better is also a strong supporter of community and non-profit activities.

The leadership journal orders to Canada will be sent via courier or Canada Post. This approach will balance the social and environmental goals we aim to achieve.

Goals for 2026-2027

- 1) To continue to **build connections** with local, national and global partners who share our values and vision for social purpose and impact. In doing so, we will identify **referral and/or joint venture** partners. By year’s end, we will **cultivate at least 5-10 active partners.**

- 2) To launch our **new signature executive coaching** program, **Catalyst** for professionals in senior leadership or business owner roles. These leaders are purpose driven and want to **move from uncertainty or overwhelm to being confident, focused, and committed to action** — creating environments where work becomes a catalyst for growth, wellbeing, and lasting transformation.



We will reach out to contacts in our network for a request as part of a **30-day challenge**. Each contact will be asked to refer one or more senior leaders or business owners to receive a gift of a **Leadership Breakthrough** session. This non-sales session will deal with one key challenge they face, and if they are interested in our services a sales call will be scheduled. **The goal is to meet with 30 leaders in 30 days and to enroll 5 new clients into Catalyst.**

- 3) To **grow our client base** through the 30-day challenge, networking and referrals **in the next 12 months by 20 clients or more.**
- 4) To secure an average of at least **2 podcast appearances each month and 1 speaking engagement each month** over the next 12 months. From these appearances, attract new clients and further speaking opportunities.
- 5) To **pitch media outlets** with articles, content or achievements. We will pitch 3-5 Canadian and global outlets each month and aim to **obtain 1 media success per month.**
- 6) To **add one new, Victoria-based charity to our list of designated charities** so that our local community is represented in our impact efforts. We will explore additional ways we can support this organization as well.

- 7) To **continue our commitment to our social impact program MoreThanGreen™ and the goal of donating at least 2% to our designated charities.** In addition, we will continue our volunteering, mentoring and the donation of our skills, time and resources to the community.

We will also continue to **reduce our carbon footprint** through the use of public transit when travelling, reducing the use of paper, carpooling, and choosing local suppliers and products that are more environmentally friendly.



- 8) To **remain open and available to opportunities for business growth and development that may present themselves,** including working with a Coach, joint venture partner or others. These opportunities will align with our vision, purpose and social impact efforts.

Summary

Although the levels of our donations were lower in dollars than hoped, we continued to work toward business growth goals and shifts in how to connect with our ideal clients and deliver the value and transformations they want to achieve. As such, most of our efforts have been foundational in nature so that 2026-2027 will be much stronger and fruitful.

Having said that we were able to contribute **over 20% of revenues to our MoreThanGreen™ program** which exceeds our goal of 10% from all aspects of our give-back efforts.

Business growth and development is a primary goal so that we can contribute more to our charities and help more people create better workplaces. This being our first full year back following the extended sabbatical, we are **proud of the level of impact and business outcomes we have achieved.**

*We can change the world through business
When we change how business is done.*