

# PINSTRIPEDCOACHING

EXECUTIVE COACHING & TRAINING

## DISTINGUISHING FEATURES

*Debra Forman is a relationship-building certified executive coach. That her business grows almost exclusively through client referrals is a strong testament to Debra's coaching abilities.*

**Coaching Expertise** – Since forming Pinstripe, Debra has worked with more than 2,500 clients and has provided over 30,000 hours of executive coaching and training services with a focus on business development and practice management coaching.

**Specialty Coaching Areas** – Building on more than 30 years of legal and business experience, Debra partners with legal and business clients in individual and group coaching sessions that help them realize their professional and personal goals. Pinstripe's clients want to attract new business opportunities, grow existing relationships, manage time effectively, develop talent, demonstrate strong leadership and communication skills, adjust to business change and conduct business strategically. Debra has expertise helping lawyers and executives jump-start their business development efforts, or transition into new roles and responsibilities.

**Business Development** – Leveraging her expertise in business development, Debra produced 70 videos in her *Making Rain* series, created in partnership with Canadian Lawyer Magazine.

In January 2016, Debra launched *After It Rains*, a video/blog series that focuses on being a trusted advisor, generating business and retaining clients.

**Law Firm Management** – An acknowledged expert in law firm management, Debra is regularly engaged to facilitate law firm retreats across the globe.

Debra recently rewrote, *Maximizing Law Firm Profitability*, and updates her book twice a year. She is also on the editorial board of *Law Firm Partnership & Benefits Report*.

For more than 10 years, Debra has been coaching lawyers from around the globe in individual sessions and workshops during the two half-year and annual congresses of the International Association of Young Lawyers (AIJA). For several years, Debra also coached attendees of the Spring and Fall conferences of the Young Lawyers Division of the American Bar Association (ABA YLD).

**Transitional Coaching** – Debra is very effective at assisting clients adjust to, or look for, business change. A pioneer in law firm lateral integration, Debra works with partners as they transition their practices to new organizations. Debra also offers special coaching packages for clients seeking career guidance and employment opportunities, including sessions on resume review, interview preparation and networking.

**Women's Coaching** – Building on her strengths in coaching women lawyers, executives, professional service providers and entrepreneurs, Debra has facilitated more than seventy women's peer groups, seminars, workshops and retreats. Debra also leverages years of experience coaching professionals as they become parents. Debra works with her clients before and after childbirth and after they return to work, assisting them to balance personal and professional responsibilities.

**Keynote Engagements** – Debra is a sought-after keynote speaker and workshop facilitator. Keynote addresses include the Canadian Corporate Counsel Association Annual Meeting, the Canadian Health Licensing Association Summer Meeting, and AIJA's 50<sup>th</sup> Anniversary Meeting in Paris.

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**Coaching Sessions** – Face-to-face, telephone and Skype sessions are typically held on a bi-weekly or monthly basis at a specified time and can last from one to three hours. Clients drive the topics of the sessions. Debra expertly guides agendas and discussions and keeps her clients focused on and aligned with their intentions and goals. In Debra's experience, successful individual coaching engagements require at least six months of sessions, with many lasting up to a year or longer.

Debra has created customized communication skills, leadership, practice and time management, business development, networking and relationship building group coaching programs at many organizations. Group coaching sessions will typically be held monthly and continue as needed.

**Queen's Executive Development Centre** – As an approved executive coach in the Queen's University QEDC "stable" of executive coaches, Debra coached a new General Counsel for six months as he transitioned into the position.

**Career Highlights** – Before establishing Pinstripe in January 2008, Debra held senior business and professional development positions for over fifteen years at three of Canada's leading law firms, Torys, Davies, and Bennett Jones. She provided career and educational development coaching to students, associates and partners at all three firms, guiding them to attain their career and business development goals.

In 1988, Debra was recruited to the University of Toronto's Faculty of Law to join the newly established International Business & Trade Law Programme. From 1988 until 1992, Debra trained and coached Canadian lawyers and business professionals in international business and trade law practices. She published a monthly periodical for national and international distribution, coached law students on research and interview skills and ran a law school/law firm summer program.

From 1980 – 1988, Debra progressed with, and eventually led, the non-partisan research unit at the Ontario Legislative Assembly for all Members of the Provincial Parliament. She was commissioned by the Legislature to author the four-volume publication, *Legislators and Legislatures of Ontario, 1792 – 1991*, for the Ontario Bicentennial celebration.

**Coaching Credentials** – Accredited by the International Coach Federation as a Professional Certified Coach (PCC) (2008). Submitted her application to be accredited as a Master Certified Coach (MCC), the next and highest level of coach accreditation. Certified with her Executive Coach Accreditation (2007) by IPEC Coaching, one of North America's leading coaching institutes, in New York City.

**Education** – **University of Toronto**, MLS (1982), Hons. BA (1979); **Concordia University**, MA (1980).

**Location** – Based in downtown Toronto, Debra has an international coaching practice. Debra has coached clients in Alberta, Argentina, Belgium, Brasilia, Brazil, British Columbia, California, Chile, China, Colorado, Costa Rica, Croatia, Czechia, D.C., Denmark, Dubai, Finland, Florida, France, Georgia, Germany, Illinois, Ireland, Italy, Japan, Kentucky, Latvia, Louisiana, Luxembourg, Maryland, Mexico, the Netherlands, New Jersey, New York, Northwest Territories, Nova Scotia, Oklahoma, Ontario, Oregon, Pennsylvania, Poland, Quebec, Saskatchewan, South Carolina, Spain, Sweden, Switzerland, Texas, Turkey, United Kingdom and Washington, face-to-face, or by telephone or Skype.

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