



PROFILE

IMAAD RIZVI

Serial Optimist & Performance Coach



Focused on results, Imaad is a performance coach who is known to challenge the status quo thus enabling individuals and teams discover their latent potential towards achieving personal/professional growth and organizational change.

His natural ability to connect with people grows the trust and insight needed to face new challenges with confidence. After 16 successful years of working in the private, development and social sectors in Pakistan and Canada, Imaad has a valuable understanding of how people and organizations work, enabling people to tap into their infinite potential.

He has a knack of migrating people from the preoccupation of doing to an expression of being thus resulting in people growing in confidence, managing change and building stronger, more productive relationships. His overriding principle is that the more individuals discover themselves, the better they perform in life.

Throughout his career, Imaad has coached teams, groups and individuals, including his peers within and outside of his workplace to ensure they perform at their peak enabling them to be effective and fulfilled in their role and life. Furthermore, he has worked closely with key stakeholders at leading organizations to develop and execute plans aligned with their strategic priorities in an effort to build stronger employee engagement – a key strategy which enables a company to perform at higher levels of performance.

As part of his commitment to continuous learning, Imaad has obtained his diploma in Organizational Development & Strategic Human Resource Management from Pakistan Institute of Management (PIM) in 2018. Imaad specializes in aspects of multi-dimensional leadership, interpersonal communication, emotional intelligence, analytical/critical thinking, growth mindset, decision making, negotiation, team building, embracing change, cultural intelligence, sales, and gender & diversity management. Imaad has experience of working with professional services, financial services, banking, telecoms, construction, and the charitable sector.

Aside from coaching individuals, groups and teams, Imaad loves to run learning programs for students, young professionals and executive leadership enabling them to enhance performance.

Imaad divides his time between Canada and Pakistan.