



**MARTIN BÉDARD**  
Vice-President,  
Sales and Marketing  
Group Insurance  
La Capitale Financial Group

I teamed up with CANU to help us support a cultural shift within our team that was fostered by empowerment. I was very impressed with their rigorous and personalized approach to create powerful and “out of our comfort zone” conversations. Their facilitation skills are outstanding. The outcome of our work has become the foundation of our team dynamics en route to the next Paralympic Games.



**BRIANNE LAW**  
High Performance Director  
ALPINE CANADA ALPIN

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**HENRI OUELLET**  
President  
The Environmental  
Technologies Group of  
Premier Tech

We worked with CANU during our last three acquisitions. Each time, our partnership helped the new team members to quickly understand our organization; and to restore energy to a team that was often “running out of steam” after intense months of “due diligence”. CANU helped accelerate the integration process and minimize the losses in productivity during the transition. A race is not won at the beginning but it can be lost with a poor start!



[www.canuinc.com](http://www.canuinc.com) | 1 514 769-2268 | [info@canuinc.com](mailto:info@canuinc.com)



LEADERSHIP  
CHANGE  
ALIGNMENT



CHANGE





# We accelerate the development of leaders and teams through changes of historical importance.

Within each of us there is a **champion** dreaming to leave their mark on history.

In business and sport, CANU provides the opportunity for that champion to express themselves with **boldness**, **power** and **freedom**.



The identity transformation experienced by CANU's Founder, **Maxime Boilard**, during his transition from being an Olympic athlete to entrepreneur contains the DNA that fuels CANU and its clients. How can you reach the highest levels of performance and live every day enriched with a deep human experiences?



**CANU is the complete experience!**  
Some talk about it, some theorise it, and some try to manage it. We make you live it. We film you and we observe you as you see yourself in a new light. When you return to work, we continue to support you in the integration of the new possibilities that emerged through the learning process.

## EMBODYING PERFORMANCE

Embodying performance as a team means entering "the zone" and becoming attuned to your senses. It also means feeding off the energy of the group and building on the trust of teammates. Being fully connected with the effort makes the performance feel truly effortless. This is what true "performance" feels like: expressing yourself through your being.

## A MOVEMENT IN LEADERSHIP

CANU nourishes a community of leaders who push their limits on a daily basis and reach unmatched



A team is the reflection of its leader; what mark will you leave?

MAXIME BOILARD

LEADERSHIP

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levels of performance, while savouring the adventure along the way. Our clients create change by sharing their stories and contributing to the success of other leaders, teams and organizations.

## MEETING OF TWO WORLDS

CANU's services are delivered in both sport and business. Our athletic clients are Olympic and World calibre; similarly, our business clients are World class. The meeting of these two worlds creates CANU's unique effect: revealing the intangibles that affect performance, allowing talents to manifest themselves with no interference.

## LEARNING AT THE THRESHOLD OF OUR LIMITS

Too often teams fail in harnessing the power of emotional and intuitive intelligence due to inexperience and lack of awareness. CANU's strength lies in presenting power and vulnerability as complementary qualities to performance enhancement.

When in action, the team is able to envision their full potential, and eliminate factors impeding this performance.

## WE ARE BUSINESS PEOPLE

We work together as partners. We have a deep understanding of organizational dynamics and politics. We provide you with the tools to effectively position yourself as the kind of leader who unites and inspires. We support you in your quest to reach your managerial and financial goals as quickly as possible.

## OUR TRACK RECORD SPEAKS FOR ITSELF

Contact us for the testimonials of the leaders who have experienced the CANU process. It will be our pleasure to provide you with a list of clients who will vouch for the quality and results of the CANU experience.



We help people to better understand and feel understood through our surprisingly simple and reassuring approach.

## CONTEXTS OF INTERVENTION



Because life and dreams are often shorter than we imagined, now is the time to begin!

## SERVICES OFFERED:

- **Consulting** in the fields of **Leadership** and **Change Management**
- Customized Keynote Sessions
- **Individual** Coaching for Executives
- **Team Coaching**
- **Design** and **Facilitation of Workshops** both on-site **and off-site**
- **Video Coaching**
- Production of Team DNA Video Clips
- **Integrated Programs**

These clients place their trust in us

