



IRENE HOGENDOORN

Director, Coaching & Facilitation

As Director, Coaching & Facilitation with Forrest & Company Limited since 2007, Irene Hogendoorn has led many Forrest workshops in both corporate and not-for-profit settings as well as coaching and contributing to internal program design.

Irene is an experienced, successful corporate trainer based out of Toronto ON. Her passion in the training field began with her managerial work at The Toronto Star, where she managed and mentored staff in achieving sales objectives.

As a graduate of the University of Toronto and Ryerson Polytechnical University, Irene holds a degree in English and diplomas in Marketing, Advertising and Legal Conveyancing. In the training field, Irene has completed the Forrest Coaching Foundation Program™ and Effective Intelligence™, thus enabling her to provide executive coaching to top executives across Canada.

In the training development area, Irene created and taught a part-time sales course at Ryerson Polytechnical University in the Radio Television Arts Program and a First Nations Training Program in Saskatchewan.

Irene and her partner, Adrian Lucas are in the process of launching their newest program, PASSIONATION™ Back to Basics Communications (www.passionation.ca), an in-depth look into YOU, "The Workshop That Works The Wonder Within"©

Over the past 16 years at McLuhan and Davies Communications Inc., Irene has facilitated workshops in The Skilled Presenter™ as master trainer and Writing Dynamics™ to Fortune 500 companies in Canada, United States and Bermuda. Irene prides herself in connecting with her participants by using personal business anecdotes and humour.

Currently, Irene is working on a diploma in the "English as a second language (TESLO)" field.

Irene is passionate about paddling and holds gold medals from her involvement in Dragon Boating both in World Championships and Club Crew International Races.

Today, Irene races outrigger canoes, teaches Yoga and Pilates with Goodlife Fitness Clubs and lends her vocals to a Russian cultural choir. Irene enjoys her volunteer roles with Hot Docs, Luminato and TIFF.