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**ESSENTIAL IMPACT FORMS STRATEGIC PARTNERSHIP
WITH PERSONAL STRENGTHS CANADA**

Vancouver, Canada – Essential Impact is pleased to announce that it has formed a strategic partnership with Personal Strengths Canada (Personal Strengths), a leader in empowering people to create more effective personal and professional relationships.

Personal Strengths is the company that developed SDI®, a suite of tools to help improve individual and team effectiveness through Relationship Awareness™. SDI is a powerful complement to Essential Impact's expertise in enabling organizations to develop coaching cultures.

Essential Impact coaches have been applying the SDI® suite of tools in client engagements for more than 13 years. The new partnership with Personal Strengths will build on this experience, bringing together Essential Impact's International Coach Federation-accredited programs and coaches with the broader suite of Personal Strength's Relationship Awareness tools and capabilities.

“Empowering individuals to co-create effective teams is integral to high performance in almost any organization,” says Essential Impact Partner, Marj Busse. “And it is also a strong indicator of a thriving coaching culture.”

For more information, please contact:

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