

Change My Life Coaching: A History

2012

1682123 Alberta Ltd was incorporated in June of 2012. The first year was largely about market research and business development. The initial concept was to be a one-man Change Management Consulting business for small to medium businesses in Calgary.



2013

1682123 Alberta Ltd became a Coaching and Consulting Business that focused on both corporate and business change as well as life change, hence the name Change My Life Coaching.



2014

In the first quarter of 2014, Christopher Lawrence further defined his life-coaching niche into Career Coaching while still providing Change Management Consultation and Training as an additional offering. However, in September of 2014 we hit our stride and things began growing exponentially.



2015

Christopher sold more in coaching programs than our previous 2.5 years combined. For a while, after adding a "paid-for" entry point with a new assessment tool (Motivation Map Solutions, where clients can discover their Top 3 Motivators), we saw a huge increase in new clients coming in the door. More clients opted to stay in longer-term coaching programs.



2016

In January 2016 we two new coaches into Change My Life Coaching. Kyle Kallou in addition to being an Executive and Business coach held the positions of Chief Financial and Operating Officer in Change My Life Coaching.



2017

In 2017, we also revisited the Life Coaching pricing structure and model and significantly reduced our pricing. This created more consistency with Life-Coaching clients and steady growth.

We began the process of expanding the Business Coaching side of our brand by starting Change My Business Coaching (a sub-brand under Change My Life Coaching).



2018

The company moved to larger, more central offices, Christopher, became CVO (Chief Value Officer), while Kyle became the new CEO. We currently operate primarily in the City of Calgary; however, we do have clients in other geographies who do phone coaching such as the United Kingdom and Australia.



2019

Change My Business Coaching and Change My Life Coaching are proud to announce that we are now accredited with an A+ Rating with the Better Business Bureau.



2020

Consumer Choice Award (CCA) announces Change My Life Coaching as the first recipient in Canada for the Top Service Provider Award for Life Coaching. We became active in Podcast.



Present

Change My Life Coaching has grown from one person's dream to a "dream team" of eight (8) dynamic individuals!

We also launched our newest Partner Brand: StrategicLeader.ca

Once again, we are the recipient for Consumer Choice Award second year in a row.

