

# Irene's Bio



**Irene Becker, Founder and Chief Success Officer  
Just Coach It-The 3Q Edge™ (IQ-EQ-SQ)**

**Programs, Services, Workshops & Keynotes for  
Faster, Stronger Leadership, Communication, Career  
and Organizational/Business Results at the Speed  
of Change/Challenges**

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*"If you're interested in smart leadership, strategic thought  
and smart results, follow Irene Becker. She is a role model  
who should be followed by even the most reluctant." Calestous  
Juma, Kennedy School, Harvard University, USA*

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**Build leadership and communication skills that GROW at  
the speed of change? Optimize talent/career results and  
business development in disruptive times? Move from Now  
to HOW? Yes! Build your 3Q Edge™; three essential  
leadership, communication and career competencies that  
GROW at the speed of change and challenges, helping you  
transform chaos into superior people-centric business,  
career/talent and organizational results.**

- *“Irene Becker’s 3Q model provides a holistic framework that will help your organization create order out of chaos, increase the sense of worth and common purpose of your organization, and definitely bring employee engagement, collective alignment and business performance to new heights. The imperative to reinvent ourselves so that we may thrive and attain sustainable growth is critical. Your new 3Q Edge™ will provide you with a very effective path to journey with assurance through our turbulent times, harness them and harvest from chaos highly sustainable growth and superior business because it is a simple, holistic, flexible leadership framework that is based on values that foster agility through a shared, purpose-driven collaborative organizational culture.”* –Claude Emond, principal partner, Qualiscope Enterprises Inc. Organizational Agility Experts
- *“Irene is a nearly unstoppable force for the human side of business. Her 3Q Edge™ and REACH™ models are nothing short of brilliant. ”* Ted Coine, CMO, MeddleIT, Author of A World Gone Social, Co-Founder, Switch and Shift USA

Irene is a thought leader, doer and trailblazer whose accomplishments include being first CEO of a steel company in Canada, developing one of the first business mentorship programs in the country, first woman Rotarian in Canada, leading a campaign that changed environmental law as well as a landmark case enfranchising the rights of child victims of abuse. [Her story and the genesis of her 3Q Edge™ model, Against All Odds, has been read by over 500,000 people.](#)

[October 3, 2014 Irene took her unique 3Q Edge™ Model to the United Kingdom where she was a keynote presenter at Elysian Training's Leadership Event](#)

• *“Irene is without doubt a powerful and passionate thought leader – her drive and commitment can lift the energy levels of a group within minutes! Her belief in the power and impact of attitude echoes the thoughts of great writers over history. For organisations Irene is able to challenge people to assess not just their competence in role but also their STYLE, she is a great driver for change.”* Chris Atkinson, Training Director, Elysian Training, UK

**Recent 2015 awards include:** Top Leadership Blog: Leadership Insights, Top 100 Leadership Blogs, Center for Management & Organization Effectiveness, Top 50 Sales Management Blogs-Ducati USA, Top 75 Human Champion-Switch & Shift, USA, Top 100 Employee Engagement Experts Online-Kevin Kruse, Best 21st Century Leadership Blogs-Serve to Lead, Top 1% Social Media Influencer-Kred. An adept champion of social media and keen social media strategist, Irene's blog 3Q leadership blog and social media channels have a following of 50,000+. Irene new book, I Will NOT Be Broken-The Call to Build a Better Future debuts in 2016

**Is it time to build YOUR 3Q Edge™? Can we help you lead, communicate and success forward faster and better? There is only one way to find out, and it's free. Take Action. Contact Us At:**

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[Just Coach It! We go the distance for our clients, face to face, by telephone, skype and video conferencing.](#)

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### **More testimonials and accolades for Irene's work and 3Q Model...**

- *"I feel privileged to have Irene as a coach and recommend her for 3Q Leadership™ and business development-brilliant!"* – Donya Germain, Director of Consumer Research, Toronto, Canada
- *"It's the small companies like Just Coach It that are leading the way, and Irene Becker is one of the finest runners in the race."* – Leon Benjamin, CRM Expert, Author, Winning by Sharing, London, UK
- *"Irene is one of a kind. She has truly been amazing since taking over my career campaign. The excellence and confidentiality of her work has helped me move forward faster and better, and I am now negotiating an offer as VP operations. She is absolutely motivating, and has brought a greater level of focus in defining a clear road map for me over the months that lie ahead. She is tireless, and I feel as though she is as fully committed to my personal success as I am."* – JC, Director Operations, Toronto, Canada
- *" Outstanding. She even got 300 PMPs to roar at the end of her Keynote...Fabulous!"* – Adriana Girdler, PMP, President, Cornerstone Dynamics

Inc., Toronto

- ***“Irene Becker is an OUTSTANDING keynote speaker! If you want your next event to be a huge success, hire Irene Becker!” – Phil Russo, President, Canadian Institute of Management, Toronto***
- ***“Irene is one of the top life, leadership and success coaches. She has the tools and the ability for the 21st century to ease your stress and help you achieve your all your goals.”***  
– Ed Kleinman, Sales Leadership Expert, Objective Management, USA

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