

THE MAGNETIC MIND

Identity-Based Performance for People, Leaders,
Teams, and Growth-Minded Organizations

THE MAGNETIC MIND METHODOLOGY

THE MAGNETIC MIND

CLOSE THE GAP BETWEEN WHAT
YOU KNOW AND HOW YOU LIVE.



Led by Trina Ruthes

Coach | Educator | Facilitator
| Case-Based Learning Designer

What I Do

I help people and organizations activate higher levels of clarity, ownership, confidence, performance, and follow-through.

My work blends coaching, mindset, case-based learning, identity-based performance, workshop facilitation, and practical execution systems. It is anchored in the belief that mindset is not “soft.” It shapes confidence, executive presence, agency, goal attainment, and the ability to consistently move toward what matters.

I help people not only see what is possible, but build the habits, routines, and systems required to actually move toward it.

The goal is simple: Not just to inspire people, but to help them activate.

The Core Idea

Most people think change works like this: Goal → Action → Result

But the missing piece is identity.

Mindset is the foundation. It shapes how people see themselves, what they believe is possible, what they expect from themselves, and whether they feel capable of taking action.

If people do not shift how they see themselves, they struggle to consistently take the actions required to create a different outcome.

The Magnetic Mind is built around a simple change loop:

Motivation gets you started.
Identity keeps you going.
Systems make it sustainable.

The work helps people move through four key states:

THINK clearly about what they want
FEEL aligned with what is possible
BE the identity required for the next level
ACT through practical systems, ownership, and follow-through

This work focuses on both the inner system and the outer system.

The Inner System: identity, mindset, beliefs, emotional baseline, confidence, optimism, ownership, and self-concept.

The Outer System: habits, routines, tools, accountability, environment, action plans, and practical systems that help turn insight into follow-through.

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HOW ORGANIZATIONS CAN WORK WITH ME

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Ways to Work with Magnetic Mind



Speaking Engagements

High-energy, practical sessions that help people, entrepreneurs, leaders, and teams think differently, take ownership, and activate the next level of performance.

Suggested topics include:

- Closing the Gap Between Knowing and Doing
- Identity-Based Performance
- Beyond Motivation
- The Ownership Shift
- Optimism as a Performance Advantage



Workshops

Interactive workshops that help participants reflect, engage, apply, and leave with practical next steps.

These sessions are designed for entrepreneurs, leaders, teams, professional groups, and organizations navigating growth, change, leadership, ownership, or performance challenges.

Workshops can include practical application exercises, guided reflection, group discussion, case-based prompts, and activation planning so participants leave with more than ideas. They leave with movement.



Custom Case-Based Learning

I design and facilitate custom case-based learning experiences that reflect the real challenges, opportunities, and goals of the organization.

The organization brings the operational knowledge.

I help extract it, organize it, shape it into a meaningful learning experience, and guide participants toward insight, ownership, and action.

This is especially valuable when the goal is to help people recognize opportunity, take greater ownership, shift limiting assumptions, collaborate toward solutions, activate at a higher level, and move from passive participation to personal responsibility.



Coaching

Through The Magnetic Mind, I coach individuals and groups who are ready to create meaningful change in their health, confidence, leadership, career, business, or life.

The coaching work is collaborative and activation-focused. It helps people clarify what they want, reflect on what is holding them back, shift their identity, strengthen their mindset, extract what they already know, and apply it through practical exercises, habits, and systems that create follow-through.

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WHY THIS WORK WORKS

Why the Work is Different

Many workshops leave people inspired.

Fewer leave people activated.

My work is designed to bridge that gap.

I combine the energy and presence of a coach with the structure of an educator, the application of case method, and the practical lens of organizational learning and performance.

The result is a learning experience that is engaging, human, strategic, and action-oriented.

My Background

Ivey Business School

Over a decade of experience teaching, facilitating case-based learning, leading recruiting, supporting training and development, developing curriculum, and writing and publishing 11 cases.

Deloitte

Experience within Deloitte's Leadership, Culture, Learning, and Human Performance practice, with exposure to organizational workshops, development programs, and the challenge of turning insight into sustained action.

The Magnetic Mind

A developing coaching and learning platform focused on identity-based transformation, mindset, behaviour change, performance, and practical activation.

What I Bring

- Ivey case method expertise
- Workshop design and facilitation
- Case writing and applied learning design
- Coaching and identity-based performance work
- Leadership, culture, learning, and human performance experience
- Ability to extract knowledge from a group and turn it into action
- Energy, optimism, presence, and strong audience engagement
- A practical methodology for moving people from insight to activation



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