



# Steffany Hanlen

Pioneer in Human Performance / Olympic & World Class Mental Performance Coach / Award Winning Leader / CEO & Transformational Facilitator

## Awards and Recognition

USOPC Coach of the Year Science & Technology	.....	<b>2025</b>
US Figure Skating Coach of the Year - Science & Technology	.....	<b>2024</b>
US Olympic & Paralympic Order of Ikkos*	.....	<b>2022</b>
US Figure Skating Coach of the Year - Team	.....	<b>2021</b>
Alberta Women Entrepreneur Nominee	.....	<b>2020</b>
BMO Celebrating Women Trailblazer & Innovator Winner	.....	<b>2019</b>
RBC Top 100 Women Entrepreneur Nominee	.....	<b>2017 &amp; 2018</b>
YWCA Women of Distinction Trailblazer Winner	.....	<b>2015</b>
YWCA Women of Distinction Sport & Coaching Nominee	.....	<b>2009</b>

## Champions

Australia, Belgium, China, Georgia, Great Britain, South Korea, Spain & USA.	.....	<b>Current National Champions</b>
3x World Champions & Olympic Champions	.....	<b>2023 - 2025 - USA</b>
Madison Chock & Evan Bates		
Olympic Silver Medallists	.....	<b>2022 - Japan</b>
Misato Kombutasaro & Timothy Koleto		
Olympic Champions & Bronze Medallists, 4X World Medallists, 3x US National Champions	.....	<b>2017 - 2022 - USA</b>
Madison Hubbell & Zachary Donohue		
Olympic Champions & Silver Medallists, 5x European Champions & 5x World Champions	.....	<b>2014 - 2022 - France</b>
Gabriella Papadakis & Guillaume Cizeron		
2x World Silver Medallists & 5x Canadian National Champions	.....	<b>2003 - 2007 - Canada</b>
Marie-France Dubreuil & Patrice Lauzon		

## Connect



Steffany is a globally recognized, award-winning mental performance coach, visionary entrepreneur, and transformational leader. With over 30 years of experience, she has helped elite athletes, Olympic medalists, and high-performing executives break through mental barriers and perform at their highest level—under pressure, on the world stage, and in life's defining moments.

A four-time Olympic coach, Steffany has shaped the mindset of the world's most elite figure skaters at 18 World Championships and numerous Grand Prix events.

In 2022 she was awarded the prestigious Order of Ikkos by her Olympic Champion Clients. Steffany is a founding partner at the globally acclaimed Ice Academy of Montreal (IAM), working alongside Patrice Lauzon and Marie-France Dubreuil.

Beyond sport, Steffany is the CEO of the SKATETECH Group of Companies and co-founder of SHIFT and The MindShui™ Way —transformational coaching programs designed to help business owners, individuals and couples align identity with purpose, clear mental clutter, and create meaningful momentum across all areas of life. Her proprietary frameworks draw from decades of coaching world-class talent and are rooted in emotional intelligence, neuroscience, and values-based transformation.

A powerful communicator and sought-after speaker, Steffany also co-hosts the popular podcast, The Everyday Millionaire - Mindset Matters, with her husband, Patrick Francey. Together, they share real-world insights on leadership, transformation, and living a life by design. Steffany's mission is grounded in empathy, excellence, and contribution. Her personal purpose "All children are safe"—is a guiding force in her work with individuals, families, and communities. She lives with deep integrity, joy, and a profound commitment to helping others rise, thrive, and lead with heart.