"I've learned that people will forget what you've said, people will forget what you did, but people will never forget how you made them feel."

- Maya Angelou

Welcome to Woolford & Associates

Woolford and Associates helps leaders and organizations improve performance and leadership effectiveness through executive coaching and emotional intelligence development. We believe there is a powerful link between executive development, long term profitability and business growth. We are dedicated to helping leaders create a positive ripple effect throughout their organizations.

It begins with you!

Woolford & Associates is
a Preferred Partner of:

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What is Coaching?

Coaching is "Helping another person make progress on their intentional change."

Executive Coaching focuses on leaders in the C-suite (CEO's, COO's, CFO's, etc.) or their potential successors. These leaders manage a great deal of responsibility in a complex environment.

Woolford & Associates utilizes coaching philosophy and processes of Weatherhead School of Management, Case Western Reserve University, along with 15 years of coaching experience.

We believe that adults learn and change their behavior most when they want or need to change. Learning needs to be self-directed, with readiness and motivation to develop personally and professionally coming from the individual, not from external sources.
Using the Theory of Intentional Change, developed by Weatherhead faculty member Richard Boyatzis, Ph.D., Woolford & Associates will help you explore aspirations for work and life; analyze current competencies, behaviors, and learning style; and determine steps to implement the changes you seek.

The Intentional Change Theory (ITC) provides a path for learning, development, and sustainable change through five discoveries:

1. *The Ideal Self: includes a discovery of your deepest aspirations for your work and life through crafting of a personal vision statement*
2. *The Real Self: deepening your self-awareness and ability to accurately assess your capabilities and competencies through a discovery of your strengths and gaps*
3. *My Learning Agenda: translates the first 2 phases into an action plan*
4. *Experimenting as a Leader: encompasses experimentation and practice with desired behaviors*
5. *Trusting Relationships: leveraging of trusting and supportive relationships to support your change process*

* © Weatherhead School of Management, Case Western Reserve University

Who Could Benefit From Executive Coaching?

1. *Leaders wanting to make a personal and professional change.*
2. *Someone who is new or transitioning positions within an organization.*
3. *Leaders wanting to be the best version of themselves to coach and motivate others.*
4. *Someone who wants a safe place for reflection and positive support and guidance.*

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Resources

- **Publications**
  Intentional Development, April 9th 2012

- **Reading**
  #1 Book, John Smith 2014

- **Biography**
  Lauris Woolford

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Services

One on One Executive Coaching

- Six to twelve month coaching retainer
- Twice monthly meetings or phone calls
- Phone and email support between sessions
- 360 interview assessment with select participants
- Shadow coaching, including meetings, presentations, and conference calls
- Meetings with sponsoring manager/key stakeholders
- 360 assessment for Emotional Intelligence Development
- Sustainability plan at conclusion of engagement

Emotional Intelligence Consulting

- Meeting with key stakeholders to discuss strategic leadership development strengths and opportunities
- Provide Emotional Intelligence overview and the role of coaching
- Program design, development, and delivery in partnership with Weatherhead Executive Education, Case Western Reserve University

Leadership Development Speaking Engagements

- Delivering customized presentations regarding: Leadership Development, Emotional Intelligence, and Creating a coaching culture

Prior Speaking Engagements

- Nexus EQ, Spark Positive Change, Emotional Intelligence Conference, Harvard University
- Leading Improvements in Emotional Intelligence and Resonant Leadership Through Coaching, Harvard Coaching Conference
- Coaching with Compassion: Applying the Intentional Change Theory to Leadership Development, The Conference Board, Executive Coaching Conference
- Developing Leadership through Emotional Intelligence, Miami University, Oxford, Ohio Entrepreneurial Leadership
- Developing Leadership through Emotional Intelligence, Women's Network Executive Roundtable, Fifth Third Bank

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Testimonials

"She is a model of Persistence and Patience. She does not give up on items of importance and understands time frames needed for significant change."

- Steve Coats

"She coached numerous leaders throughout the Bank who are stronger and more effective today because of her engagement."

- Greg Carmichael

"I would strongly recommend Lauris as an organizational leader and talent optimization magnate. Lauris thrives in environments that may require a higher level of accountability, process-driven development and cultural change. I think any organization that aspires to have a high performing team at multiple levels would benefit immensely from Lauris's engagement and leadership."

- Brian Lamb

"Lauris Woolford is an energetic and inspiring coach and leader. She is motivated to bring out the best in people because she draws from her own deep well of wisdom, truth, and greatness of spirit."

- Helen Riess, MD

"We are extremely proud of the way we work together at Fifth Third Bank. It is a true differentiator and Lauris Woolford was a big part of building our caring organization. Lauris helped redefine what career success looks like at Fifth Third Bank and she has encouraged all of us to become more in tune with our emotions, the emotions of others and how those emotions impact our lives at work and at home. Her efforts have helped us develop stronger, more resonant leaders and she has enabled those leaders to become better coaches to other employees."

- Kevin Kabat

"Lauris leads by example. Everything she teaches and preaches she has been through herself. She's not afraid to take on the toughest challenges which demonstrates her commitment to her work at every level."

- Robert Sullivan

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Strategic Partners

Woolford & Associates, LLC is passionate about its pursuit of excellence in executive coaching, management development, leadership development, and Emotional Intelligence. We strive to advance the professional development of executive coaching through helping executives make progress toward intentional change. We have developed strategic partnerships with companies who we believe possess the same high level of service, expertise, and results that we demand of ourselves. Below is a partial list of Woolford & Associates strategic partners.

Empathetics

Empathetics was founded by Helen Riess, MD, Associate Professor of Psychiatry at Harvard Medical School and Director, Empathy and Relational Science Program, Massachusetts General Hospital. Empathetics is the only company to provide evidence based e-learning empathy and relational skills training products to healthcare, financial, and other organizations in which interpersonal skills play a critical role. Empathetics' products add value to individuals and organizations by improving client satisfaction and reducing communication failures with evidence-based training that was tested in a randomized controlled trial at Massachusetts General Hospital.
www.empathetics.com

"Helen has been wonderful to work with and has a positive impact on everyone she encounters."
- Lauris Woolford

International Leadership Associates

International Leadership Associates is a Cincinnati-based leadership development and consulting firm, dedicated to working with leaders and teams to inspire commitment and produce extraordinary results. ILA is a recognized authority for its work with The Leadership Challenge, the world-wide leadership development methodology, and its work in business strategy, leading change, and coaching.
www.i-lead.com

"Steve Coats fskhjdkjhoeirfh oihg lhvfklbhoeiurg fldkbv fbljfdbpoisbf f;pbo jfblflkb fbjf bfjbopvs dfbljf lkbj"
- Lauris Woolford

The Executive Leadership and Organizational Change

The Executive Leadership and Organizational Change was create to prepare participants to become enlightened transformational leaders who are able to effectively and strategically transform their people and organizations. Since its inception in 2006, the program has helped more than 200 participants to achieve their full potential as transformative leaders.
http://cob.nku.edu/graduatedegrees/eloc.html

"Ken is a professor and sdfkjfh dskjg div d;vlkfb lfkdbj ;fvjflkdjb f;dlbk fdbjfbk jfdbf f;fj fdbmflbjlkj"
- Lauris Woolford

CREIO Group

Many tests that promise to measure emotional intelligence have appeared in recent years. Some of these tests seem promising, but many have not been empirically evaluated. As a service to our visitors, we have reviewed many of these tests and selected those for which there is a substantial body of research (at least five published journal articles or book chapters that provide empirical data based on the test). However, inclusion of a test on this web site does not constitute an endorsement of that test by CREIO.
http://www.eiconsortium.org/measures/eci_360.html

The Hay Group

Great organizations need great people to reach their strategic goals. We help organizations across the globe get their people strategy right and achieve their objectives.
www.haygroup.com

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Comments

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