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## DEBBY RAUCH LISSAUR, CPCC ACC

16 Beaver Dam Road, Randolph, NJ 07869

Cell: 917-658-6472 (preferred); Home: 973-442-1849

[www.OptimismInc.com](http://www.OptimismInc.com)

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### CURRENT WORK EXPERIENCE:

**OPTIMISM, Inc.** (Founder, Co-Active Leadership Coach & Facilitator)

#### 👤 Co-Active Leadership Coaching

- 👤 Conduct 360 feedback & insight interviews
- 👤 Facilitate alignment meetings with management/stakeholders
- 👤 Identify goals & success metrics
- 👤 Oversee development plans by coachee
- 👤 Administration and interpretation of individual assessments
- 👤 Initiate one on one co-active coaching
- 👤 Facilitate dyad coaching (as needed)
- 👤 Spearhead accomplishments meeting
- 👤 Conduct closure meeting

#### 👤 Team Coaching & Facilitation

- 👤 Conduct interviews with key stake holders
- 👤 Deploy Team Diagnostic Assessment (TDA) to illustrate:
  - “Team View” (How does team view itself)
  - “Leader View” (Are team and leader perspectives aligned?)
  - “360 View” (Are other departments working with team aligned?)
- 👤 Administer other assessments as needed, such as:
  - **Myers-Briggs**: Identify team differences/preferences
  - **Thomas Kilmann Conflict Mode Instrument**: Identify conflict styles
  - **Social & Emotional Intelligence Profile**: Identify strengths and development needs re: self awareness and relationship management
- 👤 Develop and facilitate one to two-day custom workshops
- 👤 Facilitate team coaching accountability follow-up sessions (usually monthly)
- 👤 Redeploy TDA to assess movement/goal achievement (6-12months later)

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## TRAINING:

### 👤 THE COACHES TRAINING INSTITUTE

#### Co-Active Coach Training:

- 👤 Fundamentals through Advanced Coach Training: Aug 2010 - Jan 2011
- 👤 CTI Certification Program completion : Sep 2011

#### Coach Assisting

2011/2012

- 👤 Assisted in CTI coach training in both DC and NY 5-6 times

#### CTI Co-Active Leadership Program Graduate (Birch Tribe) :

Jun 2012

### 👤 ORGANIZATION & RELATIONSHIP SYSTEMS COACHING

Feb 2012

- 👤 Treats two or more individuals as a “system”
- 👤 Addresses what the “system” needs to
  - 👤 Reduce defensiveness
  - 👤 Achieve mutual understanding
  - 👤 Reach alignment

### 👤 BRIDGE TO SUCCESS:

Aug 2011

- 👤 ICF-approved course on coaching adults with ADHD
- 👤 Assist adults with ADHD to
  - 👤 Appreciate their difference/gift
  - 👤 Anticipate deadlines & outcomes
  - 👤 Stay focused on objectives
  - 👤 Utilize their unique gifts to achieve their goals
  - 👤 Improve self awareness and personal impact

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### **ADDITIONAL CERTIFICATIONS (2011/2012):**

#### **INTERNATIONAL COACH FEDERATION (ICF)**

- 🏆 Awarded designation of Associate Certified Coach (ACC)

#### **HOGAN PERSONALITY ASSESSMENT TOOL CERTIFIED ADMINISTRATOR**

- 🏆 Identifies Values & Drivers and Leadership styles
- 🏆 Predicts how individuals are likely to behave under extreme duress
- 🏆 Used as a foundation for coaching & employee development

#### **MYERS-BRIGGS TYPE INVENTORY CERTIFIED ADMINISTRATOR**

- 🏆 Personality assessment tool for self awareness and mutual understanding
- 🏆 Illustrates how people prefer to interact, take in information, make decisions/goals

#### **THE STRONG INTEREST INVENTORY CERTIFIED ADMINISTRATOR**

- 🏆 Identifies core interests; preferred styles of work, learning, leadership, risk taking & teamwork.
- 🏆 Used for employee development/engagement or for out-placed individuals

#### **FIRO-B (Fundamental Interpersonal Relationship Organization for Business)**

- 🏆 Identifies interpersonal needs (e.g., inclusion, control, appreciation, etc.)

#### **TEAM DIAGNOSTIC TOOL (TDA) AUTHORIZED FACILITATOR - Team Coaching International**

- 🏆 Assesses a team as a single system (vs. a roll up of individual assessments)
- 🏆 Based on the idea that “Productivity and Positivity” are vital to team success

#### **SOCIAL & EMOTIONAL INTELLIGENCE PROFILE (SEIP) CERTIFIED**

Assessment from The Institute for Social & Emotional Intelligence:

- 🏆 Provides training in Social & Emotional Intelligence
- 🏆 Gives a foundation for coaching strategies around SEI

#### **THOMAS KILMANN CONFLICT MODE INSTRUMENT (TKI)**

- 🏆 Identifies five different constructive modes of conflict for win-win outcomes

#### **THE BIGGER GAME - CERTIFIED TRAINER**

- 🏆 Innovation and engagement tool for teams and individuals

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### NON-COACHING EXPERIENCE:

**PFIZER** (Formerly Wyeth Pharmaceuticals) 2003 - 2010

- VP, Advertising Manager - Strategic Advisor to Rx Division
- Print Negotiator for OTC, Rx & Animal Health Divisions
- Oversight of Wyeth Annual report design, written testimonials & production
- Conduit between outside agency partners and brand teams
- Conducted creative & media agency searches for brand teams
- Television production process oversight with creative agencies
- Upfront television buying strategist
- Agency performance management

**DIGITAS** (Interactive Ad Agency) 2000 - 2001

- VP, Media Manager - Digital Strategy for American Express

**LOWE & PARTNERS** (Formerly Ammirati Puris Lintas; Lintas WW, SSC&B) 1983 - 2000

- SVP, Group Media Director - General Media Strategist for Johnson & Johnson, Molson Breweries, Coca Cola, JVC Electronics, Diners Club International, Lever Brothers, Cover Girl Cosmetics and other national advertising accounts

### EDUCATION:



**UNIVERSITY OF PENNSYLVANIA** - Cum Laude

1979 - 1982



**MIDDLEBURY COLLEGE LANGUAGE INSTITUTE**  
(French Immersion Summer Program)

1980, 1981

### COACHING RELATED MEMBERSHIPS:

- International Coach Federation Member
- Premiere Member of NJ-ICF
- Professional Member of the ADHD Coaches Organization (ACO)

**(REFERENCES AVAILABLE UPON REQUEST)**

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