



## Kelly Jones-Waller

*Professional Coach & Strategist, CPCC, PCC*

Kelly Jones-Waller (PCC, CPCC), leadership effectiveness coach, trainer and strategist, works with organizations, teams and individuals to create lasting sustainable behavioral change by focusing on *what matters most* – simultaneously achieving professional results and personal fulfillment in a constantly evolving environment. Kelly combines twelve plus years of sales, marketing and strategic planning expertise with eleven years of Co-active® coaching to design and facilitate programs in coaching and communication skills; teambuilding and intervention; and leadership effectiveness. As well she provides one-on-one coaching corporate executives and leaders.

In addition Kelly is a senior faculty trainer for **The Coaches Training Institute (CTI)** where she trains new coaches and organizational leaders in the accredited Co-Active™ model nationally and internationally. Kelly also serves as executive coach and curriculum designer for the **InwardBound Center for Non-Profit Leadership** and **Aduro Consulting, Inc.**

Her client companies have included: Levi Strauss & Co., Marriott, Microsoft, IBM, Pepsi Co., Scripps Networks, MTV Networks, Vertex Pharmaceuticals, UCB Pharmaceuticals, W.L. Gore, RBC (Royal Bank of Canada), Cargill, CARE, Literacy Action, Inc., the Florida Black Business Investment Board, the National Coalition of 100 Black Women, Cool Girls, Inc. and Communities In Schools of Atlanta.

Examples of her work include:

- Over eleven years trained thousands to in the Co-active™ model to enhance their life and communication skills thereby gaining more understanding of the impact of personal values, conscious choice and balance on life fulfillment.
- Delivered leadership training, individual coaching and group coaching program for more than 150 managers in a fast pace media organization. This involved transforming limiting assumptions into empowering beliefs for greater leadership effectiveness.
- Acted as train-the-trainer, coach and facilitator in federal government agency wide spread culture change initiative that prepared 1000+ employees to lead sustainable employee engagement efforts nationwide. Included working with age and ethnicity diversity.
- Created an advanced workshop called *Play to Win* which propels participants to reexamine their inner operating systems and uncover the power of fundamental choice in creating an uncompromised success strategy for life and leadership.
- Utilized an appreciative inquiry coach approach to develop and lead strategic planning foundations sessions for four non-profit organizations that resulted in clear identities, compelling visions and provocative mission statements of direction for relevant and executable strategic plans.

Prior to her career in coaching, Kelly held various positions in the apparel industry in advertising, sales, and marketing for Levi Strauss & Co. and Macy's Department Stores managing budgets as large as \$1.0 million that resulted in more than \$150 million in annual sales.

Kelly Jones-Waller holds certification through the Coaches Training Institute (CPCC, 2001) and is credentialed *professional certified coach* (PCC) by the International Coach Federation (2006). She is trained in Organizational and Relationship Systems Coaching; Authorized facilitator of the Team Diagnostic™ Assessment, and The Leadership Circle Profile. Kelly earned Bachelors of Science in Management and Marketing from A. B. Freeman School of Business at Tulane University in New Orleans, LA (1988).

In 2005 she served as *Co-President* of the Georgia Coach Association (GCA); in 2003-2004 she was the award winning *Vice President of Community Service* for her work with Cool Girls, Inc. She was the 2008 Co-Chair of the GCA PRISM Showcase Event that highlights coaching excellence within organizations. In addition, that year she received the GCA Augusta Horsey Nash Service award for outstanding commitment and service. She is also a member of the International Coach Federation.

Kelly resides in Atlanta, Georgia with her husband and young two sons.

