



Lei Comerford  
Consulting, LLC



### **Coaching Definition:**

I partner with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential.

### **Coaching Approach and Philosophy:**

My coaching philosophy focuses on a generative approach perceiving each client as whole, resourceful, capable, and creative which allows for an open mindset avoiding the natural tendency to fix or rescue my client. This approach allows for genuine trust and relationship building which naturally leads to the achievement of coaching goals. As a Thought Partner, I help individuals get “un-stuck” while gaining self-awareness and critical leadership skills to improve their performance at work and in their personal lives.

My approach to coaching partnerships includes honest and straightforward communication to allow clients to enhance self-awareness and improve performance to ultimately enhance the quality of their personal and professional lives. Through confidential discussions focused on values, strengths, and desired development outcomes, clients make their own choices on how best to move forward to realize success.

### **Testimonials:**

- “Lei has allowed me to understand the value that a coach can provide in determining how to move to the next level in one’s career. As a coach, Lei demonstrates patience, bravery, and passion.” Sarah B.
- “Lei provided a safe and supportive space for me to discuss my strengths, and weaknesses and to carve out a development plan individually tailored to my needs. She has provided valuable tools for me to use as a people manager and I’ve received positive feedback on behavior changes I’ve made.” Alpha J.
- “Lei is an exceptional coach who is intuitive and vested in the success of her clients. Her coaching style is well balanced with a focus on effectiveness in professional and personal relationships. My ability to lead, assess situations and make decisions has increased exponentially with Lei as my coach!” Jewel J.
- “Lei has an amazing ability to get down to the root of my barriers quickly. She gave me the space needed to discover my beliefs and assumptions around professional development that were getting in the way of my own success. Her balance of patience and curiosity allowed me to identify true strengths that align with my core values encouraging me to find new ways to engage within my current role.” Natasha T.

### **Who I Work With:**

Busy professionals who are ready to make a change in order to better delegate, communicate, build strategic relationships, and find balance in work/life integration resulting in improved leadership confidence, clarity on future goals/direction, landing the next promotion, and spending more time with family and friends.

### About Lei:

I am a Leadership Coach, Facilitator, Speaker, and Learning & Development Consultant experienced in helping organizations improve productivity, effectiveness, and engagement. I enjoy working and connecting with individuals at all levels of an organization to enable them to realize their potential and reach beyond their goals. Whether working one-on-one, with an intact team, or in a larger group setting, my goal is to have each participant leave with a new perspective, a new tool, or a new challenge to conquer.

I have had the pleasure of working in a variety of corporate industries delivering best practices in coaching, mentoring, project management, customer service, and facilitation to individuals, businesses, and organizations. I have held many internal leader roles in corporate settings and have founded my own coaching and consulting firm.

Learning is an essential part of my life and as a lifelong learner, I seek to find new ways to enhance my personal toolbox. This allows me to enhance my qualifications and provide a richer, more engaging experience for my clients. Over the past 10 years, I have redirected my professional focus to learning and development where my passion for helping others achieve personal and professional success has an outlet to thrive!

### Background:

Corporate industry experience includes bio-pharmaceutical, pharmacy benefit management (PBM), hospitality, and consulting. Highlights and achievements include:

- Implementation of Internal Coaching and mentoring programs.
- Consulting with leadership to properly identify organization and team learning gaps to design, develop, and implement learning solutions.
- One-on-one consulting services to ensure learning needs are properly identified to create a customized learning pathway focused on individual professional development.
- Facilitated Leadership Team workshops with multiple Fortune 500 Organizations
- Coached individuals one-on-one at varying levels to increase self-awareness and improve critical leadership skills.
- Team coaching focused on improving performance, engagement, and clarity while aligning the team on shared goals.

<b>Education and Certifications:</b> <ul style="list-style-type: none"><li>- Bachelor of Science, Georgia Southern University</li><li>- International Coach Federation, PCC</li><li>- Certified Positive Intelligence Coach, CPQC</li><li>- Team Coaching Certified, InviteCHANGE</li><li>- Maxwell Leadership Team Certified Speaker, Coach, Trainer</li><li>- HBDI, Master Certified Practitioner</li><li>- Tilt 365, Master Certified Practitioner</li><li>- Lumina Learning, Certified Practitioner</li><li>- Maxwell DISC Method, Certified Trainer</li><li>- Virtual Facilitator Trainer Certification, NetSpeed Learning Solutions</li><li>- Lencioni- The Five Dysfunctions of a Team, Program Experience</li><li>- Emotional Intelligence, TalentSmart, Assessment Debrief Experience</li></ul>	<b>Professional Affiliations:</b> <ul style="list-style-type: none"><li>- ATD Association for Talent Development, 2014- Current</li><li>- ICF International Coach Federation, 2018- Current</li><li>- HBA Healthcare Businesswomen's Association, 2019- Current</li><li>- Toastmasters International, 2015- 2019</li></ul> <hr/> <b>Volunteering:</b> <ul style="list-style-type: none"><li>- ATD Nashville Board Member, 2020- Current</li><li>- Healthcare Businesswomen's Association (HBA) Ambassador Program, January 2023- Current</li><li>- Vanderbilt University, Women in Business (WiB) Mentoring Program September 2022 - Current</li><li>- Humanitarian Coaches Network, 2020- Current</li><li>- ICF Coaches for Good, May-Oct 2020</li></ul>
--	---