

# Leadership and Executive Coaching Coach Profile



**Walter Edwards, M.A.**

## **WALTER'S COACHING:**

Walter's primary purpose in coaching is to partner with his clients to shine a light on self-imposed limitations and develop the tools to break free from those limitations in order to achieve enhanced performance, leadership excellence, and deepened fulfillment in work and life. He customizes his coaching and tailors it to fit each client's values and lifestyle. Walter's work is grounded in systems theory, which allows him and his clients to see the interconnectedness of patterns impacting individuals, teams, and organizations. He places a great deal of importance on increasing his clients' ability to be self-reliant, self-correcting and self-transforming, so they continue growing and developing long after the coaching engagement is complete. Examples of just some of the leadership skills he has worked on with clients include: clarifying organizational vision, developing conflict skills, developing others, and building resiliency and well-being in service to self and organization. He is passionate about helping people live fulfilling lives and believes the greatest gift leaders can offer the world is their true selves.

## **AREAS OF EMPHASIS AND DISTINCTION:**

Walter combines the best of psychology, physiology, linguistics, systems theory and appreciative inquiry in his work. Alongside his corporate career and over many years, he has pursued his interest in athletics with extensive training and practice and has held both collegiate and private coaching positions in the sport of rowing. Additionally, Walter served as a corporate training consultant for the Anthony Robbins Company. These unique experiences make him distinctive amongst the LE cadre, and well-positioned to serve clients who are working to meet targeted goals around health and well-being in combination with leadership goals-no matter where they are starting from. Walter is particularly inspired when working with executives to reclaim their physical health and wellness after years of neglect brought on by the stress and demands of their careers. He is well equipped with motivational and inspirational coaching methodology and techniques. Additionally, Walter has spent years of his career in sales management and the development of sales training programs. He is an ideal coach for sales leaders seeking to enhance performance and cultivate a sales culture; while navigating the fine lines of driving productivity and cultivating team orientation/mindset.

## **ACADEMIC EDUCATION:**

- M.A. Leadership & Organizational Development, Leadership Institute of Seattle, Bastyr University**
- B.A. Sociology & Psychology, Rutgers University**

## **CERTIFICATIONS & AFFILIATIONS:**

- Certified Executive Coach through New Ventures West's rigorous year-long program
- Certified in Myers Briggs Type Indicator, FIRO-B, Thomas Kilmann Conflict Mode Instrument, Kolb Learning Styles, and Kiersey Temperament Theory.
- Certificate in Sports Medicine and Human Performance, University of Washington
- Certified Strength and Conditioning Specialist, Rowing Coach and Track and Field Coach
- Member, Association for Psychological Type, Society for Human Resource Management, Organizational Development Network, and International Coaches Federation.

## **CAREER HISTORY:**

Walter has been helping organizational leaders and individuals make positive, impactful changes for the past 10 years as an executive coach, leadership development consultant, entrepreneur, and athletic coach. Prior to starting his own professional services firm, Walter spent 10 years in sales management and corporate training within the financial service industry. He holds the distinction of having spent a year at the Anthony Robbins Company as a Corporate Consultant, developing cutting edge leadership and sales training programs. As a coach and consultant, Walter has worked with CEO's, executives, senior managers, department heads and entrepreneurs, from a variety of industries and sizes including start-ups, mid-size companies and global enterprises.

## **REPRESENTATIVE CLIENTS:**

Axis Financial, Cascade Bicycle Club, City of Tacoma, Demarche Consulting, Microsoft, People's Memorial Association, Seattle Public Utilities, Swedish Medical Center, Worldwide Credit Corporation, X-Gym, YWCA

## **CLIENT FEEDBACK:**

*"Walter coached me through my transition into a new business, and has been indispensable in helping me develop my career through the years. I would not hold my current position if it weren't for him. He's a great listener, and will quickly get to the "heart of the matter" with the knowledge, respect, and genuine caring needed to turn difficult things in positive learning experiences."*

**–Vice President, World Wide Credit Corp**

*"It was a huge relief to find a coaching program that was molded to my needs and took great interest in whatever was coming up in the moment. I appreciated Walter's flexibility and relaxed nature when my issues took an abrupt turn from what I initially went to him for. There were deeper issues that were the cause of more surface issues, and Walter was able to explain to me what was happening, why it was happening and what we could do next to explore, start to heal, and move forward with my goals."*

**–President, Landscape Architecture Firm**

*"Walter is very committed to his task and cares very much about getting the right results."*

**–President, X-Gym**

## **LIFE AND PERSONAL PASSIONS:**

You'll find Walter incorporating his deeply held belief that we are all capable of far more than we can imagine in how he spends his spare time- he is a voracious ultra-marathon runner and has completed several 100- mile mountain races. He also enjoys traveling, exploring the outdoors and spending time with friends and family.