



REBECCA WILLIAMS, IMBA, PCC

Experienced C-Suite Executive, Executive Coach & Trusted Advisor

I am an experienced C-Suite Executive, Certified Executive Coach, and Trusted Advisor who is passionate about helping ambitious executives unlock their potential. I come along side my clients to clearly articulate goals, understand the steps to reach them, prioritize actions, and set plans in motion in a way that manages both time and energy. Every day I have the privilege of helping ambitious executives on their journey to reach their dreams.

It takes courage to dream big and to step into your dream. I'm here to help you every step of the way.

Here's to dreaming big again!

ADVISING & COACHING SERVICES

- Culture Assessment & Transformation
- Diversity, Equity, Inclusion, & Belonging Strategy/Coaching
- Engagement Assessment & Activation
- Leadership Team Effectiveness
- Leadership Assessment & Development
- Executive Coaching
- Team Coaching

Career Highlights

Before founding my own executive coaching and advising business, I spent 15 years with Kincentric (formerly Hewitt Associates and Aon) serving as Chief Client Officer and Americas' Practice Leader for Engagement and Culture. In these roles, I helped clients adapt to changing marketplaces and achieve results by implementing strategic initiatives. Prior to this, I spent eight years as a consulting director with IDC Latin America, a market research and consulting firm focused on the IT and telecom industries. In this role, I helped my clients design and implement strategies to increase market penetration based on evidence-based metrics.

I bring extensive experience working with organizations ranging from 50 to 2 million employees and across a broad array of industries. I pride myself on developing a long-term advisor relationship, coaching at the VP level and up as well as coaching leadership teams to drive greater organizational effectiveness.

Here's to Dreaming Big Again Approach

In today's rapidly changing business environment, leadership development is more important than ever. As executive coach and a former C-Suite executive, I add value by working alongside my clients, unlocking their leadership potential to balance today's challenges with tomorrow's ambitious goals.

I am honored to have helped thousands of executives and leadership teams rediscover their passion, develop a plan, and realize their dreams, using a unique formula, UNLEASHED, to draw upon talents, experiences, and the support of others.

My **UNLEASHED** plan helps clients:

- Cut through complexity and articulate new goals
- Identify and prioritize specific actions that manage time and energy
- Eliminate potential challenges along the way
- Establish strategies for tracking progress



EDUCATION AND PROFESSIONAL CREDENTIALS:

Education

- Masters International Business Studies, The University of South Carolina
- Bachelor of Arts in Business Administration and Spanish, Queens University of Charlotte
- Immersive Spanish Language Training, Instituto Tecnológico y de Estudios Superiores de Monterrey & Universidad Autónoma del Yucatán
- Certified Translator, Spanish to English, University of North Carolina at Charlotte

Coaching Certifications

- International Coaching Federation Professional Certified Coach (PCC)
- Hudson Institute of Santa Barbara Certified Coach
- Certified Inner Team Dialogue Coach
- Certified Intercultural Developmental Inventory Coach
- Trained Positive Intelligence Coach

Leadership & Culture Certifications

- Certified Adept-15 Personality Assessment Practitioner
- Certified in Hogan HPI, HDS, and MVPI Assessments
- Trained Spencer Stuart Executive Intelligence (ExI) Assessment Administrator
- Certified Spencer Stuart Culture Practitioner

CASE STUDIES

Engagement	Challenge & Focus	Outcome
Diversity Coaching: Executive Leader, Fortune 500 Financial Services	After a significant promotion, the client sought to build out inclusive leadership skills so that he could derive greater value from a highly diverse leadership team and prepare for the next-level leadership role.	Assessed awareness of personal approach to team member differences & similarities. Created development plan to address challenges, implemented the plan, & leveraged insights to significantly improve leadership team performance. The leader's behavior change resulted in significant upgrade in talent & diversity across global team.
Executive Coaching: C-Suite Executive, Healthcare Org.	Despite great career success at an early age, the client dreamed of making a career shift to pursue passion in a different field.	Applied self-reflection and inner dialogue interview technique to identify transition barriers. Developed roadmap for pivoting to another field, resulting in a successful & satisfying career and life trajectory transformation.
Culture Transformation: Professional Sports Organization	Professional sports organization caught in multi-decade slump needed a major culture transformation for their team to make the playoff and ultimately win the league championship.	Assessed current culture and identified target culture to drive desired outcomes. Determined leadership behaviors, systems & processes with communication needed to activate culture & rolled out training across all levels. The organization rebuilt the team to reflect the culture shift and received recognition for its championship-winning potential.
Engagement Activation: Fortune 500 Pharmaceutical Company	Client organization fending off hostile takeover sought to maintain industry-leading engagement so they could deliver above-average market performance to be attractive for a more positive acquisition.	Assessed engagement, designed action plans around critical drivers, and created action teams to activate plans. The organization increased its industry-leading engagement resulting in increased employee discretionary effort. The organization surpassed analyst expectations, growing sales by 17%, attracting other, more friendly investors, and ending the hostile takeover.
Leadership Assessment and Development/ Team Effectiveness: Fortune 500 Manufacturing Organization	A leadership team was struggling to find its footing as a long-tenured, hands-on leader was preparing for his younger, more innovative, less-formal successor to take the helm upon his retirement.	Engaged each leader in individual coaching and identified improvement opportunities based on Hogan Leadership Assessment & 360 feedback. Following individual coaching, conducted a workshop with leader and successor, defined a path forward, including stakeholder management, start/stop/continue analysis, and next steps, with a team communication plan. Approach resulted in greater team cohesion and a more effective ongoing transition plan.
Executive Coaching: Regional Sales Leader, Fortune 500, Manufacturing Organization	High-potential regional sales leader was powerful at communicating vision, possessed extremely high emotional intelligence, but struggled with follow through limiting long-term effectiveness and ability to achieve desired organizational outcomes.	Leveraged results of Hogan Leadership Assessment and 360 feedback to develop self awareness of how leader was experienced by colleagues, especially during feedback sessions with direct reports. Worked with leader to develop more succinct communication style that aligned to organizational strategy and created specific- and easily-tracked steps to achieve desired organization outcomes.

