



# LAURIE J. GOETZ

ASSOCIATE CERTIFIED COACH, EXECUTIVE & LEADERSHIP DEVELOPMENT

## OVERVIEW

With more than 30 years of experience, Laurie J. Goetz has a proven track record in helping clients to develop strategies designed to maximize their individual potential and optimize their performance. She works individually with clients to help them gain insight, define goals, and further their professional development through an outcome-based approach. Her combined background in corporate management, executive coaching, and succession planning, positions her to effectively provide valuable insight and feedback. Laurie's style has been described as personable, practical, and focused. She believes all leaders have the potential to improve their impact and achieve optimal productivity by developing and maintaining a growth mindset. Her clients report increased confidence, broader perspective, and more thinking agility in developing their teams and delivering results to their organizations

Prior to her current role, Laurie led the corporate leadership and executive development department for Comerica Bank and was responsible for talent management, succession planning, internal/external coaching, mentoring, high potential programs, performance management and leadership training.

Laurie has worked with clients in both large corporate and small businesses, in a variety of industries including financial services, banking, marketing, public relations, and non-profit. Her client list spans multiple levels of management, from first-time leaders to C-suite executives. She provides coaching tailored to each leader and fully aligned with the organizational needs.

## WHAT CLIENTS SAY

*"Laurie demonstrates a welcoming, empathetic mindset that makes me feel that she is invested in helping me reach my goals. I appreciate that she takes the time to truly understand me and my situation, so that we can collaborate on potential solutions that suit my individual needs and not some generic game plan pulled out of some textbook. Her ability to identify key moments when I could have been more strategic has proven invaluable and her thoughtful, accurate feedback continues to set me up for success in my development as a leader."*

--Business executive, Fortune 500 Financial Services Company

## CLIENTS ARE LEADERS AT THESE REPRESENTATIVE COMPANIES

APEX Clearing Corporation · Baretz+Brunelle · Charles Schwab Corporation  
Comerica Bank · North Texas Food Bank · Northwestern Mutual

## EDUCATION

- 128 hours of professional and executive coach training, University of Texas at Dallas
- 60 hours of Coaching for H.R. Professionals, Center for Creative Leadership
- M.B.A. in Business Management, University of Dallas, Texas
- B.S. in Business Administration and Organizational Development, Boston University

## CERTIFICATIONS

- International Coaching Federation (ICF) Associate Certified Coach (ACC)
- Certified Consultant, Hogan Personality Assessments
- Certified Facilitator, Voices 360 Feedback Assessments, Korn Ferry/ Lominger
- Certified, Leadership Architect Competencies, Korn Ferry/Lominger
- Certified Facilitator, Myers Briggs Personality Type (MBTI)
- Certified Facilitator, LeaderTalk by Bergerac

## AREAS OF EXPERTISE

- Building Effective Teams
- Building and Maintaining Trust
- Change Management
- Designing Leadership Programs
- Effective Communication
- Emotional Intelligence
- Employee Engagement
- Feedback Assessments
- Group and Team Coaching
- High Potential and Leadership Development
- Influence Management
- Organizational Effectiveness & Development
- Strategic Planning
- Succession and Talent Management

## RESULTS: TRANSITION TO TRANSFORMATION

### Representative engagements

- Laurie designed, developed, and implemented an enterprise-wide leadership development program and coached more than 175 high performing managers - approximately 80% of whom moved into senior leadership roles within three years post-graduation.

### Ongoing engagements

- Laurie supports leaders in banking and finance through 1:1 executive coaching and leadership development. Her clients focus on goals like organizational savvy, developing executive presence, effective delegation, enhancing personal leadership, influence and leadership, setting boundaries, and vision and purpose.
- Laurie supports leaders in nonprofit at the North Texas Food Bank, facilitating small group "leader lab" training using the G.R.O.W. model, with a focus on application and practice.