



Shannon

WAFFEN, CPCC, PCC

SENIOR LEADERSHIP DEVELOPMENT
CONSULTANT/ EXECUTIVE COACH



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Shannon brings over twenty years of experience guiding the growth and development of high potential leaders and teams to create higher performing, value-driven organizations. She brings deep knowledge in culture transformation, leadership coaching, organizational development, diversity, equity, inclusion & accessibility to her coaching and consulting with clients.

Shannon’s differentiator is her approach grounded in positive psychology. Clients discover answers, find solutions, and create possibilities resulting in more inspired leadership and positive outcomes with their teams so they thrive both professionally and personally.

Shannon partners within the financial services, consumer goods and non-profit worlds with organizations that are family-run, public, and private equity-owned.

Shannon is an ICF Certified PCC and Professional Co-Active Coach, with a Masters in Applied Positive Psychology from the University of Pennsylvania.

She is a born and raised Clevelander. She lives with her husband, two children and rescue pup enjoying Lake Erie and all things creative and nature related.

EDUCATION

MAPP, University of Pennsylvania

MLRHR, Cleveland State University

B.A., Baldwin Wallace University

PROFESSIONAL CERTIFICATIONS

Certified Professional Co-Active Coach,
Co-Active Training Institute

Professional Certified Coach, International
Coaching Federation

Coaching for Engagement and Performance
Certification, Human Capital Institute

Certificate in Organization Design, Center for
Effective Organizations at USC

Change Management, Prosci

ASSESSMENTS

DiSC Assessment Suite

Five Functions of a Team

VIA Character Strength Assessment & Action
Planning

LEA

CIVIC INVOLVEMENT

Board Member, Plexus, LGBT & Allied
Chamber of Commerce

Volunteer, Multiple Breed Rescue