



# Shannon

WAFFEN, CPCC, ACC

SENIOR LEADERSHIP DEVELOPMENT  
CONSULTANT/ EXECUTIVE COACH



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Shannon Wafflen is an Executive Coach and Senior Leadership Development Consultant with Ratliff & Taylor's Leadership Development practice. Over the past twenty years, she has built a unique and extensive practice in culture transformation, leadership development and coaching, organizational development, and positive psychology. Shannon has experience working in the financial services and consumer goods industries with organizations that are family-run, public, and private equity-owned.

As a Certified Professional Co-Active Coach, she focuses on strengths-based coaching to create a path for her coachees to thrive personally and professionally. She partners with individuals from newly promoted, high-performing leaders to the top executive to enhance their awareness and effectiveness in inspirational leadership. Shannon also has experience in team effectiveness coaching and small group competency enhancement experiences.

As an experienced facilitator, Shannon can develop meaningful learning experiences where everyone feels engaged, inspired, and motivated. She utilizes proven value-added approaches, assessments, and tools to reconnect and engage associates at every level. This includes discovering strengths, job crafting, and the art of giving and receiving feedback.

Shannon uses her expertise to help organizations craft strategies and initiatives around culture transformation, employee engagement, organizational design, inclusion and diversity, and change management.

## 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  
Associate 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