



John M. DeMarco

Nashville, TN

Provoking fresh insights and purposeful action.



INDUSTRY COACHING EXPERIENCE

Accounting
Call Centers
Engineering
Entertainment
Financial Services
Health Care
Higher Education
Law
Ministry
Non-Profit
Pharmaceuticals
Retail
Wireless

EDUCATION

Graduate Certificate in Executive and Professional Coaching
University of Texas at Dallas, Dallas, TX

Master of Divinity
Asbury Theological Seminary, Wilmore, KY

Bachelor of Science, Communication
Florida State University, Tallahassee, FL

ASSESSMENTS & CERTIFICATIONS

Professional Certified Coach (PCC)
Professional, Human Resources (PHR)
MBTI
Situational Leadership II
Franklin Covey Suite
Strengths Coaching (Gallup)

MY COACHING APPROACH

Technological disruption (think Big Data, algorithms, and biotechnology such as AI) is changing economies, industries, individual companies, and specific jobs at breakneck speed. Can someone with many years of work ahead of them possibly keep up?

As your executive coach I'm a thought partner, focused on your specific goals and the action steps needed to achieve them. While you'll always own the agenda for our coaching sessions, in general you'll find that I equip professionals for sustainable career viability through helping them develop six core areas of strength:

1. **Mindfulness Meditation.** This is the practice of "paying attention on purpose," which helps you focus on what's happening within and around you. Mindfulness is a crucial foundation for the other strengths I mention below.
2. **Emotional Intelligence.** This is a skill set that combines self-awareness with other-awareness (think empathy) and is essential for fostering strong relationships.
3. **Learning Agility.** This is a set of integrated behaviors that involve a person deliberately seeking new and challenging experiences, receiving feedback, and reflecting--with the ultimate purpose of applying and adapting what they've learned as they embrace additional challenges.
4. **Clarity of Thought.** Mass distraction is our common enemy. Those who constantly develop and sharpen four interlocking modes of thinking--creative, critical, integrative, and strategic--will have the long-term advantage vs. those who do not.
5. **Powerful Storytelling.** The power and stickiness of great stories precedes most human inventions. Stories resonate with us more fully and for much longer than facts, data, or logic. Those who leverage clarity of thought to tell simple,

resonant stories that give the "why" and "how" something must be accomplished will thrive in the decades to come, just as they're thriving right now.

6. **Mastery.** When someone demonstrates mastery or expertise in even the smallest of skills or fields, they've earned the right to be heard and, quite often, to be paid. Individuals who develop the first five strengths listed here will have the focus and decision-making ability to pick which areas to master and, therefore, have a competitive edge over those who are just "good enough."

MY PROFESSIONAL BACKGROUND

I honed my communication skills as a journalist during the early stages of my career, interviewing music industry and publishing executives as well as local, state, and national political leaders and business owners. After earning a graduate degree, I served as a non-profit leader and then worked in financial services, building my toolbox and learning about the coaching profession. I then moved into the health care and wireless industries as a full-time executive coach and leadership and organization development practitioner and have since coached hundreds of individuals.

Representative coaching assignments include:

- ▶ CEO, Hospital
- ▶ CEO, Health Care Plan
- ▶ VP, large wireless carrier
- ▶ Sr Director, large automotive sales company
- ▶ Physician, large teaching hospital
- ▶ Attorney, private practice
- ▶ Sr Manager, CPA firm