



Shannon Waffen CPCC, PCC

Senior Leadership Development
Consultant/ Executive Coach

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Education

Master of Applied Positive Psychology
University of Pennsylvania

Master of Labor Relations and Human Resources
Cleveland State University

Bachelor of Art
Baldwin Wallace University

Assessment & 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

DiSC Assessment Suite

Five Functions of a Team

VIA Character Strength Assessment

LEA

Best Career Advice

The only way to predict the future is to
create it.

Ratliff

rooted in people

Shannon Waffin is a Senior Leadership Development Consultant and Executive Coach with over twenty years of experience guiding high-potential leaders and teams in developing higher-performing, value-driven organizations. She has worked with a variety of organizations, from family-owned, public entities to private equity-owned companies, across diverse sectors such as financial services, consumer goods, and non-profit organizations

What distinguishes Shannon is her application of positive psychology to drive positive outcomes for her clients and their teams, enabling them to thrive professionally and personally. Her unique approach helps clients uncover their own solutions and cultivate inspired leadership. Her expertise lies in culture transformation, leadership coaching, organizational development, and advancing diversity, equity, inclusion, and accessibility. Central to Shannon's ethos is working to ensure everyone is treated fairly and equitably.

Shannon is an ICF Certified Professional Certified Coach (PCC) and a Professional Co-Active Coach, with a Masters in Applied Positive Psychology from the University of Pennsylvania. Her professional journey began at KeyBank followed by fourteen years at American Greetings. As an HR Director, she supported diverse business units, including international HR groups in Asia and the UK.

A native Clevelander, Shannon enjoys spending time with her husband, two children, and their rescue pup by Lake Erie. Outside of work, she is passionate about creativity, nature, and volunteering in Northeast Ohio.

Civic Involvement

Board Member, *Plexus, LGBT & Allied Chamber of Commerce*
Volunteer, *Multiple Breed Rescue*