

KERRI K. YATES, CPCC

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www.Eudokeo.com • www.OpinionReady.com

“Bridge the Gap Between Wanting and Living”

CERTIFIED PROFESSIONAL COACH ENTREPRENEUR / PUBLIC SPEAKER / PUBLISHED WRITER

EXECUTIVE PROFILE

Highly-skilled, passionate professional coach and entrepreneur with a strong history of facilitating goal achievement through clarity development, confidence growth techniques, and supported actions. Excels at presenting people with what they are capable of and helping them claim it for themselves. Experienced business developer with an indomitable entrepreneurial spirit. Thrives on presenting life and business techniques in workshops and writing. Professional, personal, empathetic, and energetic.

SKILLS/ABILITIES

COACHING

- Coached over 40 private clients
- Taught self-coaching skills to enable clients to maintain forward movement after completion of the coaching relationship
- Guided small business owners to self-driven success
- Developed methodology of small successful steps over large failure-prone goal practices to establish clients' belief in own capabilities
- Practiced relating individual goals to a person's being to facilitate proper direction, self-driven success, and long-term achievements
- Established practice philosophy of six key areas of fulfillment which include: foundation, significance, meaning, connection, sense of self, and validity
- Trained individuals and coaches on coaching skills and methodologies
- Observed and critiqued coaches to improve skills and effectiveness

PUBLICATIONS AND WRITING

- Became the coaching staff writer for www.bethree.com, providing advice to questions posed by readers and general articles on wellness practices
- Wrote and distributed newsletter to over 500 individuals on life and business improvement and fulfillment techniques
- Created e-courses that facilitate self-knowledge and confidence building
- Designed and wrote over 100 resumes and cover letters for various industries focusing on skills and character presentation

PUBLIC SPEAKING, TRAINING, AND WORKSHOP DEVELOPMENT

- Served as a keynote speaker on topics from communication to team building to solution-specific software
- Developed and presented workshops to various women's groups on communication skills, leadership, and successful team methodologies
- Oversaw monthly events based on specific activities and growth themes
- Spoke regularly at corporate conferences and internal business events to audiences of 5 to 200
- Trained over 600 individuals from varied organizations
- Performed training programs in foreign countries
- Developed over 30 unique workshops/training seminars on technology and environmental management from thirty minutes to two days in duration

BUSINESS DEVELOPMENT AND LEADERSHIP

- Achieved status of Top 200 Leading Moms in Business in *StartUpNation* competition
- Founded and serves as president of Eudokeo, Inc., a professional coaching organization including personal coaching, motivational speaking, resume development, e-courses and training seminars

- Established, served as President of two successful small businesses: The Kenerson Group (solution specific software for vegetation management) and AnythingGIS (Software: training, retail website, and nationwide sales)
- Acquired extensive development experience for both private consulting and small business including: sales, project management, training, accounting, marketing, presentations, and customer relations
- Initiated a precedent-setting relationship between The Kenerson Group, New England Electric, and the Massachusetts Natural Heritage Organization to use computerized information to alter utility vegetation management techniques so as to encourage and protect endangered species without increasing management application costs
- Hired and managed staff of five in addition to various subcontractors
- Established strategic relationships with resellers, partners, and subcontractors

SALES AND MARKETING

- Established and maintained a database of over four thousand potential and existing clients
- Performed product and service sales nationally and internationally
- Designed and implemented cost-effective corporate marketing plan for products and services including: print materials, social networking, web design, search engine optimization, and face-to-face networking
- Managed company conference schedule and marketed company offerings at conference sites

SOFTWARE SKILLS

- Proficient in: MS Office Suite, MS Publisher, QuickBooks Pro, ArcView GIS 3.X, ACT!, and various other software

WORK EXPERIENCE

- **OPINION READY.**, Boulder, CO
Founder and President; 2009 – Present
- **MUSE.**, Boulder, CO
Co-Founder and Professional Coach; 2009 - Present
- **EUDOKEO, INC.**, Boulder, CO
Founder and Professional Coach; 2004 - Present
- **THINKINGFAITH.**, Boulder, CO
Founder and Professional Coach; 2004 - Present
- **ANYTHINGGIS**, Boston, Massachusetts
Founder and President; 2000-2004
- **THE KENERSON GROUP**, Athol, Massachusetts
Founder and President; 1997-2002
- **NOVA INTERCULTURAL INSTITUTE**, Kawagoe, Japan
English Teacher; 1996-1997

PROFESSIONAL DEVELOPMENT and CERTIFICATIONS

COACHES' TRAINING INSTITUTE; San Rafael, CA
Certified Professional Co-Active Coach (CPCC); 2007

FIRST PRESBYTERIAN CHURCH; Boulder, CO
Spiritual Director Training; 2007

COACHES' TRAINING INSTITUTE; San Rafael, CA
Fundamentals of Co-Active Coaching; 2005

EDUCATION

WELLESLEY COLLEGE; Wellesley, MA
B.A., Anthropology; 1995

MEMBERSHIPS

International Coach Federation (ICF)

VOLUNTEER ACTIVITIES

- **PRISON PEN PAL PROGRAM**
Provided written encouragement to a prison inmate; 2005-Present
- **KIDS' HOPE USA**
Mentored an "at risk" youth; 2005-2008
- **GOOD SAMARITANS**
Visited and assisted disabled elderly residents; 2005

OTHER ACTIVITIES

BALLROOM DANCING

- Competed nationally at the Bronze and Silver levels
- Garnered top prizes in both Latin, Smooth, and Standard disciplines

PHOTOGRAPHY

- Experienced as an amateur event photographer

TRAVEL

- Visited over 30 countries and lived in Japan