

# KERRI K. YATES, CPCC

P.O. Box 17934 • Boulder, CO 80308 • (303) 449-0913 • [KYates@eudokeo.com](mailto:KYates@eudokeo.com)

[www.Eudokeo.com](http://www.Eudokeo.com) • [www.OpinionReady.com](http://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.

### PROFESSIONAL EXPERIENCE

#### OPINION READY; BOULDER, CO (2009 – PRESENT)

##### FOUNDER AND PRESIDENT

Bi-Monthly E-resource providing multiple articles on a current topic with each author’s biases explained. Also included are questions to facilitate the reader’s ability to form intelligent and confident opinions.

##### Selected Highlights:

- |                                |   |
|--------------------------------|---|
| <b>Startup<br/>Development</b> | • Developed business producing materials to increase patron confidence while meeting practical needs                                  |
| <b>Product Creation</b>        | • Designed product formats for ease of use, effectiveness, and general appeal   |
|                                | • Contacted and establish relationships with reputable staff writers  |
|                                | • Encouraged readers to form “Opinion groups” to facilitate idea sharing, supportive communities, and communication skill development |

#### EUDOKEO PROFESSIONAL AND LIFE COACHING, INC.; BOULDER, CO (2004 – PRESENT)

##### FOUNDER AND PROFESSIONAL COACH

Coaching practice providing assistance with achieving professional ambitions.

##### Selected Highlights:

- |  |   |
|--|---|
| <b>Awards</b>                                  | • Achieved status of Top 200 Leading Moms in Business in <i>StartUpNation</i> competition   |
| <b>Professional<br/>Coaching</b>               | • Coached over 40 private clients   |
| <b>Practice<br/>Philosophy<br/>Development</b> | • Taught self-coaching skills to enable clients to maintain forward movement  |
| <b>Training</b>                                | • Guided small business owners to self-driven success   |
| <b>Workshop<br/>Presentation</b>               | • Developed methodology of small successful steps over large failure-prone goal practices to establish clients’ belief in own capabilities  |
| <b>Writing &amp;<br/>Resumes</b>               | • Practiced relating individual goals to a person’s being to facilitate proper direction, self-driven success, and long-term achievements   |
|  | • Trained individuals and coaches on coaching skills and methodologies  |
|  | • Observed and critiqued coaches to improve skills and effectiveness  |
|  | • Developed and presented workshops on communication skills, leadership, and successful team methodologies  |
|  | • Became the coaching staff writer for <a href="http://www.bethree.com">www.bethree.com</a> , 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  |
|  | • Designed and wrote over 100 professional resumes and cover letters for various industries focusing on skills and character presentation   |

## **ANYTHINGGIS; BOSTON, MA (2000 – 2004)**

*FOUNDER, TRAINER, AND CONSULTANT*

Organization providing novice and advanced GIS training as well as general consulting.

### **Selected Highlights:**

- |                             |  |   |
|-----------------------------|--|---|
| <b>Training</b>             |  | <ul style="list-style-type: none"><li>• Trained over 600 individuals from varied organizations</li><li>• Developed over 30 unique workshops/training seminars from thirty minutes to two days in duration</li></ul>             |
| <b>Workshop Development</b> |  | <ul style="list-style-type: none"><li>• Created requested workshops/training seminars for groups of one to 80 participants</li><li>• Performed training programs in foreign countries</li></ul>                                 |
| <b>Operations</b>           |  | <ul style="list-style-type: none"><li>• Established strategic relationships with resellers, partners, and subcontractors</li><li>• Handled all general business practices including: marketing, accounting, and sales</li></ul> |

## **THE KENERSON GROUP; Athol, MA (1997 – 2002)**

*FOUNDER AND PRESIDENT*

A GIS-based technology and environment-focused organization using specifically designed software to manage trees and vegetation in municipal locations and under power lines.

### **Selected Highlights:**

- |  |  |  |
|--|--|--|
| <b>Precedent-Setting Relationships</b> |  | <ul style="list-style-type: none"><li>• Initiated precedent-setting relationship between The Kenerson Group, New England Electric, and the Massachusetts Natural Heritage Organization using computerized information to alter utility vegetation management techniques to encourage and protect endangered species without increasing application costs</li></ul> |
| <b>Public Speaking</b>                 |  | <ul style="list-style-type: none"><li>• Spoke regularly at corporate conferences and internal business events to audiences of 5 to 200</li></ul>   |
| <b>Sales</b>                           |  | <ul style="list-style-type: none"><li>• Established and maintained a database of over four thousand potential and existing clients</li><li>• Performed product and service sales nationally and internationally</li></ul>  |
| <b>Business &amp; Staff Management</b> |  | <ul style="list-style-type: none"><li>• Acquired extensive development and management experience for both private consulting and small business including: HR, project management, training, accounting, marketing, presentations, and customer relations</li><li>• Managed staff of five in addition to various subcontractors</li></ul>                          |
|  |  |  |

## **PROFESSIONAL DEVELOPMENT and CERTIFICATIONS**

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