



Kathi Crawford, CEO of People Possibilities, is a professional coach specializing in leadership development and career coaching. Kathi partners with business leaders, professionals, and entrepreneurs to navigate transitions and develop the skills necessary to inspire others and create lasting success. Her coaching empowers individuals to unlock their potential, build high-performing teams, and drive organizational growth.



As an IAC-Master Coach™ certified by the International Association of Coaching, Kathi upholds the highest ethical and professional standards in her coaching practice. She provides a structured, results-oriented approach that supports leaders and professionals achieve their goals.

Kathi's leadership coaching is designed for professionals who want to become the leaders others wish to follow. She believes true leadership requires self-awareness, understanding and cultivating the skills and interests of others, and building strategic relationships within and beyond the organization. Her one-on-one and group coaching programs equip leaders with the tools to inspire, adapt, and lead with impact and include a focus on:

- Leadership Development: Tailored coaching to help leaders develop strategies for building and leading high-performing teams.
- Emotional Intelligence Coaching: Strengthen emotional intelligence to enhance decision-making, relationships, and leadership effectiveness.
- Team Building: Build a culture of performance and collaboration to maximize the team's contributions and growth.
- Entrepreneurial Leadership: Guide leaders from startup ventures to scaling established businesses, helping them drive growth and success.

Kathi also provides comprehensive career coaching for individuals who want to be in the driver's seat of their career journey. Her career coaching is personalized to each client's behavioral style, motivations, and career aspirations, providing a structured process to help them meet their goals. Whether the client is looking to move up within an organization, explore new career options, or transition to a new field, Kathi's coaching offers the support needed to succeed, including:

- Career Transition Planning: Develop and execute a strategic plan for career advancement.
- Personal Branding: Define and leverage the client's personal brand to stand out.
- Job Search Strategies: Guidance on resumes, LinkedIn profiles, job search techniques, and networking to position the client for success.
- Interview Preparation: Practice interview techniques and develop a compelling career story to present to prospective employers.

As a Senior Birkman Consultant, Kathi also incorporates The Birkman Method®, a scientifically developed, multi-dimensional assessment tool that helps clients gain deep insights into their usual strength behaviors, underlying needs, motivations, and stress triggers. By using The Birkman Method®, Kathi empowers clients to enhance their self-awareness and leverage these insights to achieve greater personal and professional success.

## Education

M.S., Human Resource Management, Houston Christian University, Houston, Texas

B.B.A., Economics, Kent State University, Kent, Ohio