



LAURA N SIMON



COACHING EXPERIENCE

Laura's passion for coaching focuses on helping start-up leaders build their dream teams and create a culture that will withstand the ups and downs of start-up life. In addition, Laura works with leadership teams to understand what it means to become truly aligned and more self-aware as leaders. Laura specializes in early-stage start-ups in the AI and ML space and covers an array of verticals within the start-up ecosystem.

COACHING STYLE AND APPROACH

Leaning on her wealth of experience in athletics, therapeutic psychology and organizational psychology, Laura gently challenges her counterparts to become more self-aware and invested in their own growth, thus creating a positive impact on others. Laura has the unique ability to take complex topics and help the counterpart generalize them to create a perspective they can easily access. Laura brings in relevant and current literature as well as her own insights to create a platform for reflection. These various points of view help generate growth through different perspectives as the counterpart starts to gain a better sense of their own true north.

BUSINESS EXPERIENCE

Laura's business experience includes 15+ years of building high performing teams and 3+ years of working 1:1 with a diverse group of start-up founders. She's created over 80 short videos on concrete leadership tips that are digestible and easy to implement. Her leadership acumen benefits all leaders she encounters and can be applied to the great team at large to build more cohesive teams. Given her intense background in athletics, Laura operates in a values-based transparency so that individuals are able to have ownership in their outcomes.

Laura started her coaching journey as a two-time Olympic hopeful in the sport of rowing. As a coxswain, Laura quickly learned the importance to being able to bring people from different backgrounds together. As she transitioned from athlete to coach, she continued to excel in finding the right people to create the best teams. Laura is incredibly passionate about mentoring, giving back and encouraging others to do the same.

Laura has always been one for adventure and looking for a way to turn a passion into a job. From teaching yoga to working with sled dogs in Alaska, she enjoys sharing her passions with others. Reading, surfing, walking the dog and travel are also high on the priority list.

TESTIMONIALS

"Laura helped provoke new thinking, taught us to recognize more of our impact (and give it a name), and opened some fresh dialogue and vulnerability that helped us get unstuck."
- CEO, Series A Start-up

"Even though our leadership team is quite new to working together, we got tremendous value from our time with Laura. It brought a shared awareness of the leadership culture, what we have defaulted to and now we can be more deliberate moving forward."
- CEO, Series A Start-up

"Thank you so much for your guidance & attention. Your insights were very valuable, and I could see us already adjusting."
- CTO, Series A, Start-up

QUALIFICATIONS & ASSOCIATIONS

Professional Certified Coach (ACC), ICF ▪
Accredited Coach, Level Three, IECL ▪ Leadership Circle & Leadership Collective Facilitator ▪ Ph.D. Candidate, School Psychology ▪

DIAGNOSTICS

Leadership Circle/Collective

AREAS OF EXPERTISE

- Executive Coaching
- Leadership team values alignment (start-up founders)
- Coaching leadership teams towards alignment
- Coaching for developing leadership style and effectiveness
- Coaching for enhancing performance and wellbeing
- Exploring values and their shadows
- Leader as Coach (group training for leaders in how to coach)

PREVIOUS ENGAGEMENTS

- CTO, Start-up - to build leadership style and hire first team after making a bad first hire. CTO went onto hire full engineering team and has not experienced any turnover in over 18 months.
- Head of Finance, Start-up - coached female head on up leveling performance, developing a clear leadership style and managing up. As result, she was promoted to VP of Finance with 9 months.
- CEO, Start-up - coaching achieved improvements in personnel, managing personnel changes, and building a stronger team.
- Leadership Team, Start-up - coaching improved leadership alignment, improved strategic focus, improved communication, and clarified roles within the leadership team.

LANGUAGES

- English