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When I was a sophomore, my high school decided to start a varsity tennis team. Since I dabbled in tennis from age 7, I decided to try out. Somewhat surprisingly, I made the team & played through my senior year.

For a reason I can't recall now, my junior year was the toughest year for me. And Fred Slater, my coach, noticed. One day, he took me aside & said, "de Roo, what's going on with you? You're doggin' it! And I expect much more out of you - beginning with practice this afternoon." It was the knock-on-the-head that I needed to hear.

Many years later, I heard that the definition of an executive coach is:

- » A partner in achieving business & personal goals
- » A sounding board when making decisions
- » A wake-up call when you don't hear your own

The experience with my high school tennis coach, the definition of executive coaching, & nearly 25 years experience in manufacturing & service environments have become the foundation for my coaching. I've come to believe that if we're truly honest with ourselves, we would say that we can become more than who we are. That's true for us as individuals & as organizations. So, when considering where we are versus where we'd like to be, there's a gap. I work on the gaps. And when we shrink that or eliminate those gaps, you increase your leadership capacity, you make your customers happier & you experience greater satisfaction & meaning. You might even find your noble purpose .

My background includes Human Resources roles at Herman Miller, Trans-Matic Manufacturing & Manpower. I hold a Master's degree in Counseling from Western Michigan University as well as graduating from Corporate Coach University. I was certified through the International Coach Federation. For the past 13 years, I have coached executive & high potential individuals in financial services, manufacturing, education & non-profit organizations.

Beyond the credentials, however, is a deep passion for the coaching process. Unlike other development strategies, coaching offers one essential difference: accountability. Coaching isn't a one-night stand but a series of insightful conversations that have individuals live into new territory & always with an aim toward results. To witness existing or developing leaders "take it on" with real intentionality & then produce new results & outcomes is an experience unlike any other.

I think that's what Coach Slater had in mind for me & now I have the opportunity to offer my clients. By the way, if you ever visit my office, you'll immediately notice one thing: a tennis ball.

Be the leader others
believe in.

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