



Dr. Shahrzad Sherry Nooravi, PsyD, MCC

Organizational Psychologist Partnering with Executives to Lead Courageously

Dr. Shahrzad Nooravi is an organizational psychologist, leadership coach and speaker working to transform company cultures into more mindful, productive and joyful organizations.

A Coach, Mentor and Trainer from the Start

As a 13-year-old camp counselor, Dr. Shahrzad was in guidance mode from the start. At the age of 16, she used her “coaching gene” when she guided and improved her younger brothers’ chocolate selling skills at the local grocery store. They learned to greet prospects, overcome objections and close the sale with a smile. The boys’ winning ways earned them the top award! Years later, she still incorporates training with clients as well as with students, as an adjunct professor at universities including *San Diego State University* and *Pacific College of Health and Science*.

A Communication Archaeologist: Revealing Hidden Gems

The combination of her journalism, psychology and communication training from Pepperdine University and California State University Northridge enabled Shahrzad to unearth and articulate exactly what people wanted to know, learn and practice. In her role as a public relations professional for the *Los Angeles City Recreation and Parks Department*, she created knowledge about diverse City employees and programs at the Los Angeles Zoo, Griffith Park Observatory and parks across Los Angeles County.

As a consultant for *Mercer HR Consulting*, she aided employees in companies such as Disney and Nestle in understanding their company’s vision, values, performance goals and benefits.

She later implemented an interactive talent management program at *Valley Crest Companies* that led to a 95% retention rate and over 80 employees getting promoted.

At *Packman Associates*, she served as an executive coach and facilitator before launching *Strategy Meets Performance* in 2010. Her clients include *Accenture*, *San Diego Zoo*, *Sony*, *CBS* and *McKinsey*.



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Perseverance for the Greater Good: Collaboration Leading to Saving Lives

In 2008, when Shahrzad faced a dangerous intersection in her neighborhood with no safe pedestrian crossing available through five lanes of traffic, she knew she had to drive and implement her own coaching mantra of perseverance. Cultivating collaboration with neighbors, city council members and the community, she led her community in obtaining safety in the form of a pedestrian-activated crosswalk. This grand effort earned her accolades including Citizen of the Year by *Circulate San Diego*, Trailblazer of the Year by NAWBO (National Association of Women Business Owners) and Voice to Listen to by the *La Jolla Light* newspaper.

Diversity and Inclusion Connecting to our Humanity

As a first-generation American, Shahrzad understands the gifts and challenges of straddling two cultures as well as the immigrant experience by watching her parents live the American success story. They went from learning English and working as factory workers at Brach's Candy Company to becoming business owners who made a difference in their communities. She speaks four languages conversationally and is obsessed by international travel.

Her non-profit work includes supporting *Room to Read*, an organization that builds schools and libraries in developing countries and *Just in Time*, an organization that supports foster youth in transition. Her talks on Diversity Equity and Inclusion (DEI) create awareness of unconscious bias and new ways of showing up to embrace and include the many ways we are diverse in the workplace.

Cultivating Talent Where Business Meets Mindset

Today, Dr. Shahrzad works at the convergence of business and mindset. Using her doctorate degree in psychology from Alliant International University and her training as a Master Certified Coach (MCC) through the International Coach Federation, she challenges leaders to shatter barriers, pursue their goals and create a workplace that matters.

Throughout her presentations, she shares how human potential is similar to a tree: Rooted and growing at the same time leading to wisdom, power, resilience and grace.

Her forthcoming book captures her years of client experience and shares practical steps for observing, creating, and sustaining an engaging and customer-driven workplace culture.



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