

SHAHRZAD NOORAVI, PSYD, MCC

Business Psychologist | Master Coach | Speaker

As successful CEOs devote their time and energy to growing their companies in a fast-paced world of global trade, high technology and fierce competition, the how of business—also known as organizational culture—can be neglected. The repercussions include losing your most talented people, damaging your reputation, and wreaking havoc on company growth.

Through the use of real-life examples and client conversations, organizational psychologist and Master Coach Dr. Shahrzad Nooravi shares three models for driving a strong culture: WATCH IT (examining your culture from a fresh perspective), DRIVE IT® (a coaching model) and WALK IT® (a senior team alignment model).



Dr. Shahrzad Nooravi is an organizational psychologist, Master Certified Coach (MCC) and principal of Strategy Meets Performance, a leadership consulting firm that partners with leaders of mid-sized to Fortune 500 organizations to help them create engaging, innovative and productive cultures.

Dr. Nooravi has been named "Trailblazer of the Year," "Citizen of the Year," and "A Voice to Listen to" for driving positive change in her community.



"A Powerful Culture Starts with You is just the book we need right now to help leaders create energized, engaging environments where people can thrive."

-- Ken Blanchard, coauthor of *The New One Minute Manager®* and *Simple Truths of Leadership*

"Dr. Nooravi has brought together principles of organizational development, team dynamics, change management and coaching into a compelling culture guide."

-- Pamela McLean, Ph.D., Co-Founder & Chief Knowledge Officer, Hudson Institute of Coaching, Author of *Self as Coach, Self as Leader* and *Completely Revised Handbook of Coaching*

"A Powerful Culture Starts with You is a must-read for every executive."

--Ashir Hai, Vice President of IT, Walgreens

"An evolutionary leadership book that guides the reader toward holistic thinking and authentic being."

--Jan Phillips, author of *The Art of Original Thinking—The Making of a Thought Leader*.

"The right book from the right author at the right time."

--David B. Kinnear—CEO dbkAssociates, Vistage Chair, Board Certified Coach, Certified Veteran Development Coach

Live and virtual talks and workshops can be presented in customized formats for WATCH IT, DRIVE IT® and WALK IT®:
60-minute talks, three-hour workshops, three-part workshop series, group coaching (half-day and full-day sessions)

Available on Amazon in paperback, e-book and audio.

