

Dr. Shahrzad Nooravi, PsyD, MCC

**Business Psychologist, Speaker, Author,
Master Coach, Change Agent**

Dr. Shahrzad Nooravi inspires and empowers entrepreneurs and leaders to drive the cultures they've always dreamed of...by looking in the mirror. This philosophy shaped her book *A Powerful Culture Starts with You*. For the last 20 years, Dr. Nooravi has empowered leaders to strengthen their cultures for increased profitability, innovation and engagement.

By focusing on culture, leaders can create an environment where employees are energized, driven and engaged, regardless of what is happening with transitions in their company, industry or the world. Leaders of many industries have embraced her innovative three-model approach to elevate culture for its real-life examples and practical application.



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In her talks, Dr. Nooravi dives into a not often talked about topic of culture. She presents a practical approach to elevating culture that highlights 3 models that audiences can use: WATCH IT to examine your culture with a fresh set of eyes, DRIVE IT® to create a coaching environment and WALK IT® to align your senior team. Dr. Nooravi shares how to examine self-defeating thoughts and assumptions, be the change they want to see and move forward with power, compassion and authenticity. Participants walk away with not only a plan, but also a renewed sense of their own wisdom, power, resilience and grace.

Dr. Nooravi empowers audiences to:

- Tap into the root of their potential, confidence and capabilities
- Unleash the energy and productivity of their teams
- Take positive actions for the betterment of their teams, company and community
- Eliminate self-defeating thinking, behavior and actions
- Develop agility and a "yes...and" mindset to create an openness to change and innovation
- Adapt to changing times with presence and ease



“Dr. Nooravi provided my CEO group with a high energy, informative, practical and interactive presentation on how to drive a strong company culture. We've already booked Shahrzad for next year.”

-Dave Kinnear, Chair, Vistage Worldwide

“I appreciate how Dr. Nooravi was able to bring together a newly formed team of five acquired companies to integrate the same vision, values and strategy at our retreat. She was like a chef who brought all the ingredients together for a perfect outcome.”

-Lewis Macleod, CEO, SMC Mushroom Farms.



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“Dr. Nooravi provided great insight into the role leaders play in the formation and evolution of a company's culture. My members walked away with substantive ideas for how to build a productive, engaging and fun culture that reflects their values.”

-Richard (Ric) Franzi, Coach of CEO & Key Executive Peer Groups



Why invite Dr. Nooravi to speak at your conference or staff event?

- Her fearless, bulldog, never-give-up commitment to goals gets to the root of potential and jumpstarts her clients' ability to get promoted and grow their businesses
- Recognized as Citizen of the Year by *Circulate San Diego*, Voice to Listen to by *La Jolla Light* and Trailblazer of the Year by *NAWBO*, she inspires audiences to get fierce and bulldoze through obstacles to achieve success
- She converts anxiety and fear to power and vigor through story, humor, new tools and accountability
- She is credentialed as a Master Coach through the *International Coach Federation*, a designation held by 6% of credentialed coaches
- Thanks to her experience growing up as a first-generation American, she has straddled two cultures all her life and is at ease working with a diverse group of people
- Passionate about emboldening other's growth, is an instructor at San Diego State University
- A lover of language and culture, she is a world traveler who speaks four languages, some to talk about local politics and some to debate the meaning of life
- A leader in her industry, she has been President of the International Coach Federation (ICF), San Diego chapter and Vice Chair of the Organization Development Network (ODN)
- Improv is a passion that brings out her energizing, entertaining and flexible side with her audience

“I was impressed by Dr. Nooravi's knowledge of company culture and partnered with her to assess our culture and to create more alignment at the senior level. Our work resulted in a stronger team dynamic and new actions that strengthened our company.”

-Michael Curtis, Former EVP,
Wilbur Curtis Company

Speaker Topics & Programs

- **The Big Turnaround:** How to Drive a High Energy and Productive Culture Starting with You
- **WATCH IT, DRIVE IT® and WALK IT®** models from *A Powerful Culture Starts with You*.
- **I'm Burned Out and I'm Over This Place:** Retain your Superstars by Preventing Culture Stressors
- **From Being Scared to Having Dared:** Five Steps to Propel Toward your Dreams
- **From They Bug Me to They Hug Me:** Creating Strong Relationships through Understanding Personality
- **Turn your Hate Affair with Networking into a Love Affair:** Five Steps to a Booming Business and Career



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