

Barry Shapiro, Executive Coach



Coaching approach

Executives partner with Barry to revolutionize the way they communicate, lead and develop their people.

Phase 1: Data Gathering (confidential interviews, communications)

Phase 2: Observation (meetings, presentations)

Phase 3: Behavior Change (video-coaching)

Phase 4: Measurement (behaviorally-anchored)

Barry practices based on the premise “ultimately, the world’s problems will be solved through effectively facilitated conversations” and, as a result, effectively works through difficult challenges with leaders who often have very strong personalities.

Specifically, he gathers assessment results and confidential interview data to quickly identify strengths, weaknesses, and risk factors. He then uncovers the beliefs and strategies that are preventing the achievement of critical goals and leverages organizational behavior and group dynamics to create change, in line with the strategic goals. Ultimately, leaders reframe beliefs and create more effective behaviors that align professional and personal goals throughout the organization.

Results

A CEO of a \$20B Fortune 150 company was creating misaligned strategic messaging across the globe. Barry partnered with the leader to improve his effectiveness at international town halls, executive team meetings, media interviews, and investor conferences. Barry helped to successfully cascade compelling calls to action that aligned 13,000 employees. This success led to the use of Barry’s communication method across the organization.

A Fortune 10 beverage giant, with \$22B in revenue, lacked a systematic way to develop leaders. Barry designed and facilitated an innovative talent management development program, which became required development for over a thousand employees, from entry-level manager to senior-level executives. It stood as the client’s highest-rated leadership development program.

Professional history

Barry spent the first part of his career working within the walls of medical treatment facilities and the second part of his career working within the walls of Corporate America, Europe, India, and Asia. As a result, Barry has improved the health and effectiveness of client organizations in dynamic ways for the past 20 years.

Industry experience

Barry works with executives throughout the technology, oil and gas, finance, government, food and beverage, and healthcare industries, among many others. He often works with high-potential leaders, and those leading through critical personal and organizational transitions. In addition to executive coaching, Barry is a Master Facilitator who designs and leads customized group sessions, grounded in organizational data and targeted leadership interviews, to develop higher performing teams.

Credentials

Masters Degree, with honors – University of Northern Colorado

Bachelors Degree, cum laude – Northeastern University, Boston

Certifications

The Leadership Circle – 360 and Culture Survey Instruments, Myers-Briggs Type Indicator – Personality Assessment, Thomas Kilmann Conflict Mode Instrument, Learning Styles Inventory

Affiliations

Association for Talent Development, CSA – Colorado Speakers Association, IAF – International Association of Facilitators

Other

Barry is the author of the book, *Casting Call in the Theatre of Corporate America, the role of the extraordinary facilitator*, which teaches innovative ways to engage employee audiences and improve organizational results. He has worked with leaders throughout Europe, Asia, India, Africa, South America, Mexico, Canada, and the United States.



Shapiro Consulting Group

The Equitable Building
730 17th Street – Suite 940
Denver, Colorado 80202

Tel: 303.667.4472

Barry@BarryShapiroNow.com
www.BarryShapiroNow.com