



TERRY STEVENS

Executive Coach

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See your potential. Create your results.®

Professional Expertise

Terry works with motivated executives who are ready to increase their impact and fulfillment as leaders by making changes that are important to them. Those who work with Terry will be inspired to expand their self-awareness, broaden their perspectives and take decisive action to bring about the outcomes they seek.

Terry has been on the front lines within some of the world's most admired companies for almost 25 years and she brings this knowledge and direct experience to her coaching. She has personally dealt with many of the challenges her clients face: clarifying vision, mission and purpose, driving change, expanding interpersonal effectiveness and influence, developing talent, cultivating executive presence, balancing competing demands and commitments and navigating workplace transitions.

In working with clients, Terry seeks to evoke (1) a deep understanding of the leader's expectations and desired outcomes; (2) an intelligent view of the leader's current situation, including assessments grounded in multiple perspectives and solid evidence; (3) an articulate description of what success looks like to the leader and others; (4) a practical plan to bring forth the intended outcomes; and (5) a series of conversations and practices to ensure the leader's new capacities are enduring and integrated.

Those who have worked with Terry appreciate her knack for skillfully assessing situations and getting to the heart of what matters, both to the leader and the organization. She blends her deep understanding of the business world's complex dynamics with clarity, humor, warmth and enthusiasm. She notices what's significant, but perhaps overlooked within systems, cultures and teams, and brings these insights to the foreground. This can be extremely helpful in ferreting out underlying challenges that leaders are tasked with resolving, but have been unable

to define. Her clients come from sectors as diverse as defense, technology, management consulting, manufacturing, finance and pharmaceuticals.

Recent Coaching Assignments

- SVP of global business process outsourcing company, to become known as a collaborative team player while improving her strategic execution.
- VP of global client strategy at a fortune 500 consultancy, to restore damaged trust, speak more authentically and model collaborative leadership to peers and team members without compromising her results focus.
- CEO of highly regarded regional counseling organization to make speedy, impactful transition into her new role and establish effective board relations.
- CEO of a rapidly growing commercial photography business to develop the focus needed to take his business national.
- COO of regional family-owned manufacturing company to effectively navigate family and business dynamics with confidence and composure.
- VP at a regional mortgage bank to delegate more effectively and trust her staff to tackle important assignments without the leader's intervention.
- Consultant for a large defense contractor to initiate and respond to challenging conversations with objectivity, courage and impact.
- Senior Director at global pharmaceutical company to increase his executive presence and broaden his influence with peers and CEO.
- Finance leader at Fortune 100 technology company to step outside her preferred communications style to expand her circle of influence.
- Director at global pharmaceutical company to successfully onboard in new, expanded role and to flexibly develop the next generation of leadership.
- Introverted executive at a leading international nonprofit, to improve his competence in building and leading effective, cross-functional, multi-cultural teams.
- Rising star global manager at Fortune 100 technology company to navigate a voluntary transition from team leader to individual contributor without losing her passion or perceived value within the organization.
- Managing Director for a global non-profit, to coach her people more skillfully in preparation for her planned transition to a new assignment.
- Ambitious pharmaceutical sales representative to achieve a better work/life balance without sacrificing her leadership aspirations.

Career History

First Horizon Home Loans, Irving, TX (1998 - 2004)

Vice President, Marketing Services

Terry led the marketing communications function for First Horizon Home Loans, the mortgage banking division of First Tennessee Bank. Led the enterprise-wide name-change communications efforts, including plans affecting over 30 regional and local brands. Organized eight regional marketing communications groups into a single, centralized marketing function. Developed and managed the First Horizon Home Loans brand, one of the most highly regarded national brands in mortgage banking.

GE Capital Mortgage Corporation, Raleigh, NC (1991-1997)

Terry held various roles in marketing management, communications, corporate marketing, new market development for one of the largest and most profitable organizations in the mortgage industry:

Director, Market Communications, Corporate Marketing:

Terry developed brand strategy for Community Investment and Access initiative. Earned Six Sigma greenbelt designation, using GE's Process Mapping, Change Acceleration Process tools to solve customer challenges. Repositioned the sales force to respond more effectively to needs of key customers. Provided speech coaching and communications coaching to executives and others.

Senior Marketing Specialist, Marketing Specialist:

Terry developed prototype for and coordinated marketing communications planning activities across all business channels. Coached marketing staff to flex their written and verbal communications skills for diverse audiences. Earned GE's coveted Summit Award.

Career History Prior to 1991:

Marketing Consultant, Tampa, FL

Developed research, strategic plans and marketing communications programs for high tech and financial services clients.

Travelers/EBS, Inc., Maitland, FL

Supervisor, Marketing Communications for this hardware vendor and proprietary software provider to agents of Travelers Insurance Companies.

Dun & Bradstreet Plan Services, Tampa, FL

Copy Chief in the in-house advertising agency for this third-party group insurance administrator.

Indiana University, Bloomington, IN

Assistant Instructor in the Department of English

Education and Professional Affiliations

- B.A. Carleton College, Northfield, MN
- Professional Certified Coach (PCC), International Coaching Federation
- Certified Integral Coach®, New Ventures West
- Certified Integrative Coach, The Ford Institute
- Coach Training Mentor, The Ford Institute
- Licensed instructor of Coaching To Excellence, a coach training program for executives and their teams, through New Ventures West (to train leaders to coach)
- Certified in MBTI, Spiritual Intelligence Assessment, *The Leadership Circle*® – Executive Competencies instruments