



Dr. Candace L. Goodwin

Author | Culture Strategist | Coach | Speaker

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When leaders
get better,
everyone wins!

ABOUT

I am a culture strategist!

I help transform organizational cultures with a focus on creating an environment where people can do their best work. I work with leaders to focus on the importance of culture in strategic development, performance coaching, employee engagement, emotional intelligence, and leadership development. I also assist leaders in critical thinking, problem-solving and guide them through organizational change and/or mergers & acquisitions.

I have a Doctorate Degree in Organizational Leadership/Design, an MBA with a specialization in Human Resources, and a Bachelor's degree in Finance.

I am a John Maxwell Certified Coach, Trainer, and Speaker and Genos International certified in Emotional Intelligence and Culture. I am also trained and certified as a Catalytic Coach II from Energage.

I have held executive leadership roles for the past 30-years, including

- Vice President of Bank Operations
- Senior Vice President of Enrollment Management & Marketing at a university
- President of two different Universities.

I have worked with

- colleges & universities
- school districts
- major hospitals
- healthcare organizations
- financial institutions/credit unions

and a variety of other organizations to achieve exceptional results in enhancing culture and engagement.

My passion goes beyond the board room

- I run a 503C with my grandson, Charlie, called My Charlie's Heart, which serves the needs of the disenfranchised.
- I am also the author of "Breaking Through a Cracked Foundation", a book about dealing with obstacles in life and how to overcome them to live a life of joy.

SERVICES

- Keynote Speaker
- Executive Coach
- Culture Strategist
- Leadership Development Workshop Facilitator

Topics Include: Strategic Plan Development, Emotional Intelligence, Culture, Employee Engagement, Growth Mindset, Communication, Coaching Skills, Team Cohesion, 5 Dysfunctions of a Team, Engaging Remote Teams, Managing Change

TESTIMONIALS

"As I had been in academic leadership positions for 25 years, I expected to learn and grow in my new role, but not to the extent that I did and this is due to Candace's leadership. She expertly managed a metro of 5 campuses and all the operations, but also was very strong in academics, teaching graduate classes herself as well. I never quite knew how she had the time and energy to do all she did, as she was involved in all aspects of the campus. Having said that, she didn't micromanage in any way, as growing her people was a top priority to her."

"Candace understands business, her acumen and leadership style promotes a collaborative environment that produces results. She is a visionary, understands the big picture, ultimately a genius when it comes to creating strategic priorities and plans."

"I highly recommend Candace as a leader - she possesses a rare combination of hard and soft skills: technical skills (business, finance, and higher education recruitment), and the leadership abilities that come with high emotional intelligence and years of management experience."

