

DANA LEAVY-DETRICK

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Dana Leavy-Detrick brings a multi-faceted talent for driving greater organizational performance as an executive coach, trainer, facilitator, author, and speaker. With more than 20 years of experience in public relations, combined with 10 years of training and development expertise, she specializes in serving professionals and organizations in PR, marketing and media. Through her coaching, Dana helps executives and small business owners become meaningfully engaged and communicate more effectively, powerfully, and positively, allowing them to lead their organizations to greater performance, and encourage innovation and highly improved business results.

Dana is an active member of the PRSA's Counselor's Academy and has partnered with major PR agencies including Airfoil Communications, Text 100, Edelman, Peppercomm, Kaplow Communications, MWW Group, Maloney & Fox/Waggener Edstrom, and Affect PR.

AREAS OF EXPERTISE:

- Training & Development (Needs Assessments, MBTI Workshops, Leadership, Creativity, Communications, and Presentation Skills)
- Internal Coaching
- Recruitment & Onboarding (External Branding, Career Fairs, Employee Retention)
- Employee Communications & Events
- New Business Development
- Brainstorm & Meeting Facilitation
- Succession Planning
- Organizational Reviews
- Thought Leadership on Talent & Training

CAREER HIGHLIGHTS:

- Trainer for the Institute for Professional Excellence in Coaching, one of the few International Coach Federation (ICF)-accredited coaching institutes in the world.
- Professional Certified Coach by the ICF, and trained brainstorm facilitator through Idea Champions.
- Certified in the Myers-Briggs Type Indicator and the Energy Leadership Assessment Tool.
- Author of *"Those Difficult Talks for PR Pros: How Best to Say What Needs to be Said to Clients, Colleagues and Employees"*.
- Co-founder of the Aspyre Project, an online speaker series bringing together knowledgeable experts to educate and coach thousands of program participants around engagement and sustainable change.

TRAINING MODULES

Core Coaching Competencies for Progressive Leaders: Emotional intelligence, contemporary neuroscience, appreciative inquiry, Energy Leadership TM, Neurolinguistic Programming

Positively Managing: Delegation, risk taking, time management, conflict resolution, stress management, managing up

Effective Communication Skills

Myers Briggs Type Indicator (MBTI) Workshops: Introduction to type, and leadership/team building

Presenting Positively: A guide to designing and delivering wow-factor presentations

High Velocity Brainstorming & Creative Thinking