



Liz Guthridge

Senior Consultant & Facilitator

Charleston, SC

Liz works with leaders who want to achieve greater clarity about themselves and their goals, deepen their connections with their coworkers and team members, and collaborate to make improvements that advance the organization. She also helps leaders and others build soft skills through hard science, namely the behavioral sciences. She uses applied neuroscience, behavior design and lean communications®.

Technical professionals who value their hard-earned expertise find Liz's science-based approach credible, practical and valuable. After working with Liz, leaders are able to increase their clarity about their vision, goals and plans; articulate more effectively; involve their peers and staff members in more meaningful ways, and attain their goals.

Based on her work with lean over the years, Liz is a big believer in the value of continuous improvement, which is one of the hallmarks of lean.

Liz studied NeuroLeadership and coaching with Dr. David Rock and behavior design with Dr. BJ Fogg. Both individuals are considered the "founding fathers" of their respective fields.

By better understanding how the brain works, Liz improved her ability to support leaders in behavior change by identifying actions to take, making them as simple as possible and helping build new habits. Leaders also are able to enhance their strategic thinking, connect better with their peers and team members, and follow through on targeted actions.

Areas of Expertise

- Behavior Change
- Communication - Listening, Influencing, Messaging, & Story-Telling
- Facilitation - Meeting Effectiveness
- Inquiry and Inclusiveness - Innovation and Collaboration
- Leadership Coaching
- Leadership Onboarding
- Research
- Strategy Development and Implementation
- Team Building

Professional Experience

- **Managing Director - Connect Consulting Group**
Charleston, SC & San Francisco, CA
- **Officer - Mercer Delta** | San Francisco, CA
- **Principal - Towers Perrin** | Detroit, New York & LA
- **Consultant - Hewitt Associates** | Fairfield County, CT
- **Public & Government Affairs Writer - Amoco**, Chicago, IL


Education & Honors

- **BSJ - Northwestern U, Medill School of Journalism, Media, Integrated Marketing Communications**
Evanston, IL
- **MBA - University of Connecticut** | Storrs, CT
- **MA - University of Southern California, Annenberg School for Communication and Journalism** | Los Angeles, CA
- **Executive Masters - NeuroLeadership Inst.** | New York, NY
- **Certificate in the Foundations of NeuroLeadership**
NeuroLeadership Institute | New York, NY
- **2011 PRSA Silver Anvil Award of Excellence with HP for "Reinventing HP's HR Communications."**

Certifications & Affiliations

- **Coaching** – NeuroLeadership Group's Results Coaching Program
- **International Association of Business Communicators**
- **International Coach Federation**
- **Persuasion Boot Camp** – Dr. BJ Fogg
- **Professional Registered Parliamentarian** – National Association of Parliamentarians
- **Tiny Habits Coach®** – Dr. BJ Fogg



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