

Biography of Paulette Rao, MCC

Paulette Rao is an executive coach, trainer, speaker, author, and marketing expert. As principal of True North Resources, Paulette helps leaders enhance their performance and the performance of their team while achieving organizational objectives.

Paulette's leadership coaching is informed by her 28 years of experience as a senior executive and sales/marketing leader in corporate America. As a managing director for Marsh, the world's largest risk services firm, she managed operations including the P & L of its Northeast employee benefits division. She was one of 1,000 managing directors, of which only 100 were women. In that role, Paulette coached hundreds of sales/marketing professionals to establish and develop significant relationships with their clients. Her personal production consistently placed her in the top ten percent in sales and client relationship management.

As a Master Certified Coach, Paulette works with senior executives, high potentials, and emerging leaders at Fortune 500 and smaller organizations to develop and hone the skills they need to improve their performance and develop others as well as create positive and profitable change. While she has worked extensively with senior male executives, she has gained special notoriety working with female leaders to grow their confidence, presence, and leadership skills, based on her own personal experience.

Paulette has expertise in a brain-based coaching approach that helps leaders transform the way they think, communicate, and manage. She brings the benefits of coaching into corporate settings to transform conversations, develop and retain talent, and improve performance and leadership. Her coaching model is a solution-focused, self-directed learning model informed by systems science, positive psychology, change principles, learning theory, and contemporary neuroscience.

Paulette works with a wide scope of industries to help incorporate coaching into their key conversations and business relationships including India, Japan, Brazil, Mexico, Israel, Australia, South America, Canada, and the UK. Client companies run the gamut including EDS, AIG, Memorial Sloan Kettering, Texas State Initiatives, Merck & Co., Newell Rubbermaid, Allied Worldwide, and Ansell Healthcare. A distance-learning expert, Paulette uses an action-oriented and results-based approach to coach leaders and teams within global organizations, leading to increased synergy and bottom-line results.

Paulette created the Conscious Coaching Institute to train and develop coaches. Her OneSource™ ICF Credentialing Made Easy mentor coaching program fully supports the coach pursuing a credential. Candidates further develop in the core competencies and are superbly positioned to pass the credentialing exam with presence and confidence.

Her Conscious Marketing™: Marketing from the Inside Out helps coaches gain the clarity and confidence needed to create compelling marketing messages and plans that attract the people they most want to work with, resulting in a sustainable practice.

Paulette is a trainer for the NeuroLeadership Group, a global coaching school. In addition, she previously worked as a leadership coach for the Ken Blanchard Companies. Paulette holds a B.A. in Education and an advanced Leadership Certificate from the Bell Leadership Institute at University of North Carolina at Chapel Hill. She is certified by New York University as an Executive and Organizational Coach and is adjunct faculty in their executive coaching certificate program where she is one of the highest-rated professors. She has achieved the designation of Master Certified Coach through the International Coach Federation and serves on the New York City ICF board. Paulette is a Founding Fellow of the Harvard Institute of Coaching Professional Association (ICPA). In addition, she is a member of the International Positive Psychology Association (IPPA). She was also inducted into the YWCA's New York Academy of Women Achiever's in 2002 for her transformational leadership ability after the attacks on September 11, 2001.