

# Scott Span, MSOD, CSM

## The Keep it Real Coach

**OVERCOME OBSTACLES. ACCELERATE PERFORMANCE.  
GET STUFF DONE.**

### INDIVIDUAL COACHING

### GROUP COACHING

### TEAM COACHING

Are you or your team experiencing any of these challenges?

- Taking on a new role and feel unprepared
- Frustrated with change and transition
- Need to accelerate your performance
- Your behaviors are impacting success
- Missing performance goals and KPIs
- Perceptions and misunderstandings impacting relationships
- Struggling with adversity and diversity
- Ineffective and time-wasting meetings
- Too many conflicting priorities for you or your team
- Not feeling heard or understood
- Difficulty executing strategy
- Feeling stuck or overwhelmed



For nearly 20 years I have worked in the trenches of change management and transformation. I have observed and experienced what can go wrong and why: unprepared leadership, frustrated employees, failed projects and unhappy customers. I've also observed and experienced what can go right and why: prepared and committed leadership, engaged employees, successful projects, and happy customers.

I support you in making things go right. I want to make a positive difference for you and the people in your organization.

The clients I work with have called me...the workplace therapist, boat rocker, system viewer, change wizard, dot connector, truth teller, and keep it real coach. They've told me I bring needed levity and humor to difficult situations. I excel at shaking hands and kissing babies and building trusted relationships. I'm the guy who gets people to buy into personal and professional growth and change before they buy out.

Coaching is about the process, and I am a process guy. I don't need a deep dive into your subject matter or industry expertise. I work with you or your team to get stuff done. To make progress. To accelerate performance. To guide you from point A to point B.

My coaching work focuses on increasing self-awareness, identifying patterns and ways to shift perception or change behaviors to overcome obstacles and achieve your goals. I coach individuals and teams to survive and thrive through personal and professional change and adversity, overcoming challenges that impact success to achieve rapid results.

I understand adversity and diversity; I've lived it. As a member of the LGBTQ+ community and person with A.D.D, I've faced the impacts and stereotypes of being viewed differently and learning differently. And I have worked at strategies to overcome those, both personally and professionally.

I coach people at all levels from executives, to middle management, and all the way down to emerging leaders and interns. I also work with entrepreneurs of growing businesses. I stay engaged in service delivery across various industries to ensure my coaching guidance is tested in the real world and that my perspectives and approach remain fresh and relevant.

I'm an author on various topics of organizational development and leadership and the creator of the Recruitment and Retention Lifecycle™. I have a Masters in Organization Development & Leadership (MSOD) with a focus in behavioral science from American University and the NTL Institute. I'm a certified Scrum Master (CSM) and also certified in various strategy, change, team dynamics and behavioral assessment tools. I also hold a government security clearance. I am a member of the [International Coaching Federation \(ICF\)](http://www.internationalcoachingfederation.com).

I'm not everyone's cup of tea. Some find me to be more like a shot of tequila. If you're looking for a cup of Chamomile, we're probably not a match. If you are ready to get to root causes, embrace growth, hop on the change highway, receive direct yet empathetic feedback, and can appreciate a call-it-like-they-see-it guide to support you to accelerate performance and achieve rapid results, then let's talk!

**WHAT  
ARE YOUR  
GOALS**

