



Donna Zajonc, MCC

Director of Coaching & Practitioner Services

The Power of TED*

Background

Donna has been an executive coach and leadership development consultant for 15 years, coaching senior leaders in retail and healthcare, as well as a wide range of elected and public service leaders.

Donna's family roots and a four-generation legacy of small business ownership prepared her to own her own business at an early age. Donna also parleyed her love of community and leadership into a career in elected office, having served three terms in the Oregon Legislature. She was her party's nominee for Secretary of State and served on numerous policy committees such as vice-chair of the state Trade and Economic Committee. Her book, *The Politics of Hope: Reviving the Dream of Democracy* is a primer on the new leadership attributes crucial for success during these chaotic times. Donna is co-creator of *3 Vital Questions™ for Work and Life* with her husband and business partner, David Emerald.

What Clients Have to Say

"The City of Seattle's Personnel Department needed an effective tool for dealing with the impacts of change. We chose TED* because of the universality of its application and the scalability of its tools and techniques. David and Donna provided on-site training in The Empowerment Dynamic to rave reviews and wide-spread acceptance and use. We're making it part of our culture."

Dave Stewart, Director of Personnel
City of Seattle, Washington

Proven Expertise:

- Leadership and executive coaching
- Team retreats and facilitation
- 360° Feedback and leadership development plans
- Leadership for health empowerment
- Leveraging strengths into higher performance
- Coach Training
- Work/life balance issues

Professional Experience:

- Co-founder, Bainbridge Leadership Center
- President and Business Owner – National Franchise Advisory Chair
- Former elected member of the Oregon Legislature

Education:

- Bachelors in Nursing Science: University of Missouri (Columbia)
- MA, University of Oregon (Eugene)

Other Qualifications:

- Master Certified Coach (MCC) the highest credential from the International Coach Foundation
- Author, *The Politics of Hope: Reviving the Dream of Democracy*