



Wendy is a professional coach, passionate about holding space for leaders to process through all they are facing. Her mantra is “Never Give Up!” and it embodies her firm belief that every individual has much to offer this world.

Wendy is Owner/President of Wendy Roop Coaching focusing on individual and team coaching, as well as additional group work to create a cohesive culture. She helps business owners and senior leaders to:

- Appreciate and apply the value they bring to the world
- Get real about what’s holding them back and why
- Overcome those barriers, and take aligned action to reach their goals

Wendy’s passion for coaching was inspired through her life experiences and seeing so many people, both personally and professionally, not understand the value they have as a leader. She’s seen this hold them back in ways such as low, self-esteem and confidence, inability to lead a team or organization, lack the ability to focus and have vision, and therefore, the inability to reach their goals and leave a lasting legacy. Through her corporate work, Wendy has seen the transformation her work can deliver with those who want to take that deeper dive into themselves, and in doing so, realize the difference they can see and make in their life, team, organization, family, community, and frankly – the world.

Wendy brings you 25+ years of corporate experience. Her background is in service, manufacturing, finance, and healthcare, with the first 15 years of her career in Human Resource Management with experience in all aspects of HR. During the last 10+ years, Wendy specialized in the following corporate deliverables:

- Organizational development
- Leadership development including leadership coaching
- Fostering high performing teams
- Enabling thriving corporate strategies and cultures.

Wendy has held leadership positions and, as a corporate coach, worked with all levels of employees and leaders over the years. She can leverage this corporate experience to understand and deliver relevant coaching to help clients connect with the challenges they are facing and the opportunities in front of them. Her experience helps her to acknowledge and empathize with clients on a deeper level and create an environment of trust, accountability and actionable learning.

Wendy earned a Bachelor of Arts in Organizational Communication from Wright State University and a Professional Coaching Certification through IPEC. She also received her Professional Coaching Certification through the International Coaching Federation (ICF).

Wendy is energized by her passion to help people discover that they have everything inside of them to “become the best version of themselves.” Sometimes they just need the time and space to do so, and that’s what Wendy’s coaching

offers – a safe space for her clients to process all they are thinking and feeling, to gain a deeper level of self-awareness around how they are showing up in the world, what’s holding them back, creating specific goals, and taking aligned action to accomplish them, leaving a lasting legacy.

Wendy, and her husband Andy, live in Dayton, Ohio and have 5 grown children.

**Certifications:**

- iPEC Certified Professional Coach (CPC)
- Professional Coaching Certification, International Coaching Federation (PCC)
- Trauma Informed Coaching Certification (TIIC)
- Master Practitioner of the Energy Leadership Index assessment (ELI-MP)
- MBTI (Myers Briggs) Assessment
- Predictive Index (Behavioral Assessment Tool)

**Wendy’s Broad Base of Experience with Clients Such As:**

- CareSource
- McGohan Brabender
- Merck
- Gap, Inc.
- Delta Dental
- Goodwill
- Children’s Health

**Testimonies:**

*“I had trained all my life to never let my guard down and always be in control, so when they opportunity to coach presented itself, I was skeptical but decided to move on it to check the box. After a few sessions, Wendy’s skills and techniques began to move the needle and I started to see the value of coaching. Her situational approach to introducing concepts and tools had such perfection that I was able to think, rethink, and apply the concepts I was learning to my day-to-day work. Wendy made me recognize that I am still in control but for the things that matter the most i.e., myself. I am a convert for life and recommend coaching to anyone and everyone I can.”*

*“...Wendy’s coaching helped me develop my own personal leadership philosophy and values, helped my team grow in how we collaborate and communicate, and pushed me to unlock so much more potential in my future professional development. Her coaching has pushed me to breakthrough how I understand and appreciate my gifts as a leader. I am pleased and grateful for the results I’ve seen in my coaching relationship with Wendy.*

*“Wendy’s coaching is transformational. She listens to your essence, many layers deeper than what you’re saying. She sees you and she holds up a mirror where we clearly see ourselves. Thank you, Wendy for walking this journey with me.”*

*“Wendy is someone who listened, helped me develop strategies for improvement for me as a leader, and strategies that I can utilize with my team to be a more effective leader. Also, she helped me identify strengths and areas of needed improvement for me personally in a non-judgmental manner. Wendy allowed me to be very open and honest during our sessions...”*

*"I am so grateful for the open and safe space created by Wendy during our time together. I was not new to leadership, however it was the first time someone had focused with me on who I am as a leader. It was important as I moved into my new role as CEO that I approached each step with awareness and intention. Wendy created a space where I could identify and name my places of learning as well as embrace my strengths. The coaching with Wendy helped me fully understand that authenticity was the foundation that helps me show up as the leader the organization needs. Thank you Wendy for being a guide on those first steps of this new journey."*