



www.coachshermaine.com

Shermaine Croney

**THE "GET OUT OF YOUR OWN
WAY" COACH**

MEDIA KIT

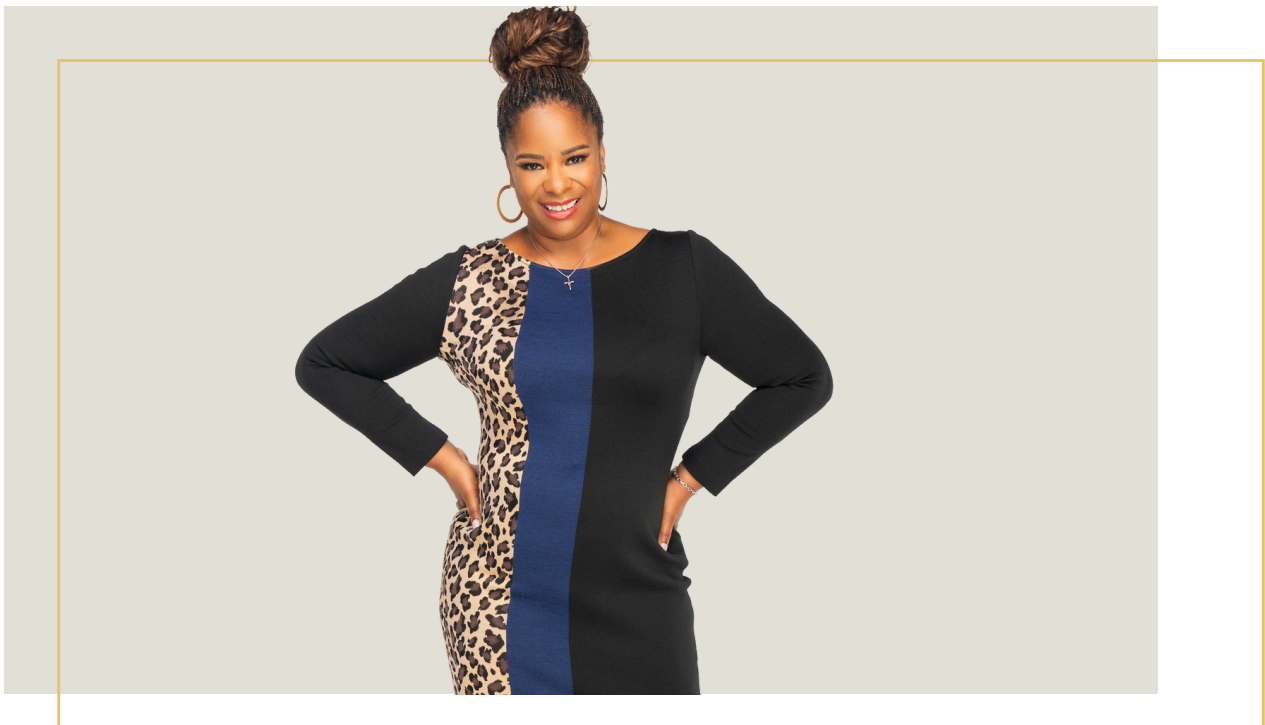
Hi. I'm Coach Shermaine!

CERTIFIED COACH & TRANSFORMATIONAL SPEAKER

As a Forbes-published contributing author, certified coach, and motivational speaker with over **20 years of experience**, I am dedicated to empowering individuals and teams to unlock their full potential by overcoming the barriers that may be holding them back. My credentials—including **Professional Certified Coach (PCC)**, **Master Certified Coach (MCC)**, and **Neuro-Linguistic Programming (NLP)** Master Practitioner—are accredited by the International Coaching Federation and the John Maxwell Group, equipping me to guide others effectively on their journeys.

Throughout my career, I have focused on transforming people development practices to foster employee engagement, cultural change, and enduring customer loyalty. With a proven track record in leadership development at prominent retail organizations such as **Nordstrom, Lord & Taylor Inc., and Raymour & Flanigan**, I specialize in enhancing leadership capabilities and improving organizational performance. My expertise in designing and delivering impactful training programs has not only nurtured talent but also significantly increased sales revenue across diverse teams and locations.

By combining **emotional intelligence** with **learning agility**, I connect deeply with audiences and inspire action. My strengths as a **persuasive communicator** and **public speaker** empower me to motivate others, while my commitment to coaching and facilitation helps individuals navigate their paths to success, ultimately allowing them to get out of their own way and fully embrace the opportunities available to them.





THE “GET OUT OF YOUR OWN WAY” COACH

- ✓ Through tailored coaching sessions, I guide individuals in identifying and reframing negative thought patterns that may be hindering their progress. I help individuals get out of their own way by utilizing **Neuro-Linguistic Programming (NLP)**. I utilize NLP techniques to reframe thinking patterns, enhance communication skills, and overcome limiting beliefs.
- ✓ **Mastering Retail Leadership:** I help individuals master the principles of excellence in retail leadership by drawing on best practices that prioritize customer-centric approaches, enhance operational efficiency, and strengthen team management. I guide individuals in implementing these principles effectively, enabling them to drive performance and foster a thriving retail environment.
- ✓ **Moving from Stuck to Unstoppable:** I assist individuals in creating customized growth plans that address both personal and professional goals. By integrating retail leadership principles with Neuro-Linguistic Programming (NLP) strategies, I empower individuals to develop actionable steps that drive their success and enhance their performance in various areas of their lives.
- ✓ **Powerful Communication, Immeasurable Influence:** I help individuals master impactful communication techniques by leveraging insights from retail's emphasis on customer engagement alongside Neuro-Linguistic Programming (NLP) methods for effective language patterns. Through targeted coaching, I empower individuals to enhance their communication skills, enabling them to connect more meaningfully with others and influence their audiences effectively.

“TAILORED STRATEGIES FOR PEAK PERFORMANCE”

“ Client Testimonials

Shermaine is a skilled leadership coach who excels at guiding emerging leaders. Her insightful coaching helped me unlock my potential, fostering confidence and clarity in my leadership abilities. Shermaine empowered me to cultivate my strengths and lead with greater impact, driving personal and organizational success.

Melvin Dejesus-
Retail Executive

In just one quarter, my business has experienced significant revenue growth and improved communication. Her unique coaching techniques, especially on compartmentalization, have refined my leadership skills as a CEO. I highly recommend her for anyone looking to elevate both their professional and personal life—the ROI is immeasurable.

Monica Archie Massey-
CEO The Archie Group

THE “GET OUT OF YOUR OWN WAY” COACH



WHO I WORK WITH

Corporate executives seeking to enhance their strategic and operational skills through advanced NLP techniques, **high performers** across various fields aiming to reach their full potential with personalized coaching, **athletes** looking to implement performance-enhancing strategies, and **entrepreneurs** needing guidance on growth, leadership, and behavioral change.

WHAT YOU CAN EXPECT

Participants can expect **enhanced communication skills** that improve how they convey ideas and influence others by mastering language patterns and non-verbal cues; the ability to **overcome limiting beliefs** by **reframing mental barriers** that **hinder progress**; effective behavioral change through the alteration of thought patterns and responses; and improved goal achievement by leveraging NLP techniques for better motivation and focus.



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[Let's Work Together!](#)

Forbes

How to Make Confident Decisions



GET IN TOUCH

Are you ready to unlock your potential and transform your life? I invite you to reach out. Whether you're interested in personalized coaching, have questions about my services, or want to explore how we can collaborate, I'm here to provide the insights and support you need. Your journey toward empowerment begins with a simple conversation—let's connect!

Shermaine