



JOANNA RICHARDS LEADERSHIP COACH

FOCUS

A Passion for People Development



Joanna: passionate about leaders being their best

Joanna Richards is a Registered Corporate Coach with the Worldwide Association of Business Coaches. In addition, she is a Certified Professional Behavioral Analyst and holds an MBA. Her company, Shift 7 Leadership, is a Certified Woman Owned Business with Women's Business Enterprise National Council.

For more than 20 years Joanna has been working with leaders. Her forte is leadership coaching, performance improvement, professional development, and team effectiveness. She is instrumental in helping organizations and individuals make critical behavioral changes to achieve their goals.

Since 2002, she has collaborated with companies to deliver best practice coaching and training, supporting frontline supervisors to CEOs. Consistently, Joanna receives excellent reviews for her positive and honest style.

Business/Organizational Leadership Experience

Prior to launching her coaching business, Shift 7 Leadership, in 2016, Joanna was a leadership coach for Johnson & Johnson Vision Care at its global headquarters in Jacksonville. Before this, she owned Performance Partners, LLC for a decade.

Leadership coaching and training clients, within the manufacturing sector, have included Johnson & Johnson, Medtronic, BAE, United Technologies, JEA, Anheuser-Busch, US Gypsum, Gerdau/Ameristeel, etc. Through designing, leading and facilitating the FCMA Leading with Success Program, Joanna has coached leaders from 50+ manufacturers throughout Northeast Florida for several years now.

Education, Training & Certifications

Joanna received her Master's Degree in Management from Jacksonville University and a Bachelor of Business Administration Degree from the University of Georgia. Joanna is certified in several behavioral assessments including DISC, Hogan and Motivators.



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