



# Dr. Shahrzad Nooravi, PsyD, MCC

## Business Psychologist Partnering with Executives to Lead Courageously

Dr. Shahrzad Nooravi is an organizational psychologist, master coach, speaker and author who partners with clients to transform company cultures into more mindful, productive and joyful organizations.

### A Focus on Elevating Culture

Throughout her 20 years of coaching executives, Dr. Nooravi identified a common theme – the lack of focus on culture. Of all the strategies she presented, the ones with most impact were ones that involved culture. Once she started doing this, she started seeing change. This change motivated her to write her book.

Her book *A Powerful Culture Starts with You* emphasizes the importance of leaders taking the time to create a productive, engaged and elevated workplace. The three model approach is designed to give leaders a practical step-by-step approach to help them transform their cultures, that will in turn impact engagement, productivity and happiness.

### From Communication to Culture

Shahrzad's training which includes degrees in journalism, psychology and communication from Pepperdine University and California State University Northridge empowered her to unearth and articulate exactly what people wanted to know, learn and practice. Her doctorate in organization development from Alliant International University completed her training as she learned how to strengthen a company across the system and culture.

Prior to launching Strategy Meets Performance, she held roles in public relations, human resource consulting, talent management and executive coaching for fast-growth to Fortune 500 organizations.

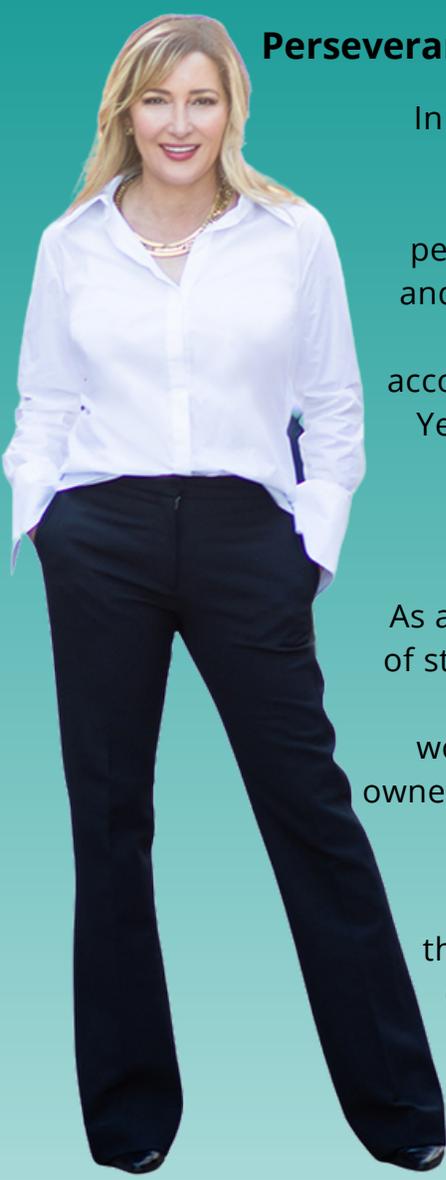


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## Perseverance for the Greater Good: Collaboration Leading to Saving Lives

In 2008, when Shahrzad faced a dangerous intersection in her neighborhood with no safe pedestrian crossing available through five lanes of traffic, she knew she had to drive and implement her own coaching mantra of perseverance. Cultivating collaboration with neighbors, city council members and the community, she led her community in successfully obtaining safety in the form of a pedestrian-activated crosswalk. This grand effort earned her accolades including Citizen of the Year by *Circulate San Diego*, Trailblazer of the Year by *NAWBO* (National Association of Women Business Owners) and Voice to Listen to by the *La Jolla Light* newspaper.

## Diversity and Inclusion Connecting to our Humanity

As a first-generation American, Shahrzad understands the gifts and challenges of straddling two cultures as well as the immigrant experience by watching her parents create the American Dream. They went from learning English and working as factory workers at Brach’s Candy Company to becoming business owners who made a difference in their communities. She speaks four languages conversationally and enjoys world travel.

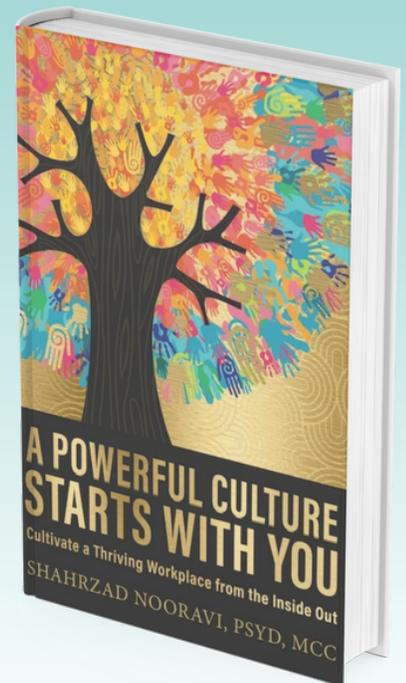
Her non-profit work includes supporting Room to Read, an organization that builds schools and libraries in developing countries and Just in Time, an organization that supports foster youth in transition. Her talks on Diversity Equity and Inclusion (DEI) create awareness of unconscious bias and new ways of showing up to embrace and include the many ways we are diverse in the workplace.

## Cultivating Talent Where Business Meets Mindset

Today, Dr. Nooravi works at the convergence of business and mindset. Using her doctorate degree in psychology from Alliant International University and her training as a Master Certified Coach (MCC) through the International Coach Federation, she challenges leaders to shatter barriers, pursue their goals and create a workplace that matters.

Throughout her presentations, she shares how human potential is similar to a tree: Rooted and growing at the same time leading to wisdom, power, resilience and grace.

Her book *A Powerful Culture Starts with You* captures her years of client experience and shares practical steps for observing, creating, and sustaining an engaging and customer-driven workplace culture.



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