



Amber Peterson

Director of Operations & Coach

BACKGROUND

Amber Peterson approaches her work in development and coaching with a robust and lively spirit, giving special attention to how leadership development, organizational culture, and employee wellness intersect.

Amber's practical experience as a former police officer in Duluth, MN informs her knowledge and expertise in building strong teams, fostering meaningful connections, and highlighting key ideas. She has a reputation as an attentive, considerate, and dedicated professional with a calm, strategic approach.

Throughout Amber's professional career, she has continually had an eye toward empowerment and development. She realized early on that we all can benefit from resources and advocates to help hone in on integrating the many parts of ourselves. Since entering the private sector, Amber has focused on empowering people to be the creators of their own experiences and build the life they desire.

KEY SKILL AREAS

STRATEGY

- ◆ Mindset & Wellness
- ◆ Strategic Planning
- ◆ Organizational Culture

EXECUTION

- ◆ Strategic Planning
- ◆ Culture Assessment
- ◆ Professional Development
- ◆ Whole Systems Change
- ◆ Coaching
- ◆ Mindset
- ◆ Whole Person Wellness
- ◆ Workshop Development and Facilitation
- ◆ Data Analysis
- ◆ Implementation Strategies

INDUSTRIES

- ◆ Public Safety
- ◆ City and State Government
- ◆ Mental Health
- ◆ Fitness

RELEVANT EXPERIENCE

Leadership Development: Certified and practiced in multiple tools examining personal impact on organizational culture, work style, and judgment. Designs custom workshops and development sessions for leadership teams to fast-track their relationship building and planning, while attending to individual growth through personalized results and coaching.

Coaching: Certifications through ICF, the College of Executive Coaching, ThoughtAction and ACE Fitness. Connecting whole wellness, positive psychology, and neuroscience in one-on-one and small group settings to allow for deeper insights, understanding of self, and meaningful next steps (individually and as a group).


Wellness and Mindset Development: Certified in brain-based methods through the NeuroLeadership Institute to accelerate results, zoom in on core needs, and create specific roadmaps for habit change and implementation. Content creation to highlight utilizing the brain's mechanics to facilitate long-term change.

EDUCATION AND ASSOCIATIONS

- ◆ International Coach Federation Certified Coach, (ACC)
- ◆ M.A. Human Development – St. Mary's University of MN. Emphasis on Employee Wellness
- ◆ B.A. & M.A. Criminology – University of MN – Duluth
- ◆ A.S. Law Enforcement – Fond Du Lac Tribal & Community College
- ◆ Human Systems Dynamics Professional / Human Systems Dynamics Institute.
- ◆ Leadership Circle Practitioner
- ◆ Accredited in the Organizational Culture Inventory (OCI), Organizational Effectiveness Inventory (OEI), Leadership/Impact (L/I), Management/Impact (M/I), Leadership Work Styles (LWS), and LifeStyles Inventory (LSI) – Human Synergistics International
- ◆ Accredited in the use of the Judgment Index (JI) Assessment, measuring judgment (instead of personality) to assess if the right person is in the right position and to maximize engagement and performance.
- ◆ Certified Positive Psychology-Based Well-Being Coach Certification – College of Executive Coaching
- ◆ NeuroLeadership Institute. Certified in Brain Based Conversations
- ◆ ThoughtAction. Certified Results System Coach



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