



## Heather Wiser Soubra

Associate Certified Coach (ACC)

Heather Soubra is wildly optimistic that all people can love what they do and do what they love. Her coaching empowers professionals who want to develop their leadership skills, unlock their own inner wisdom, and step into the best possible version of themselves. Her direct experiences as a senior leader supplement her education and informs her experience as a leadership and executive coach.

Heather is dedicated to empowering her clients to reach their highest potential. She brings out the leader within; a leader with confidence to navigate any challenge. Heather believes the magic happens when individuals access their own inner wisdom through a process of contemplating powerful questions and getting curious about themselves. Her process combines active listening with evocative questioning about what is possible. Senior executive leaders have reported that Heather has helped them to build confidence and trust in their own internal guidance system. She is passionate about cultivating workplaces where people thrive, creating their own paths for achievement while actively building team unity and open communication. Heather's experience growing up in Damascus, Syria has greatly contributed to her passion for working across belief systems, cultures, and languages towards shared common goals.

Heather's role as Chief of Staff, Strategist, and Consultant for the International Dairy Foods Association (IDFA) provided her experience overseeing and facilitating complex systems, human development, collaboration, and inclusiveness across the organization to achieve strategic goals. Most recently, she has joined the team at the George Washington Leadership Institute at Mount Vernon to facilitate leadership training sessions for emerging leaders. She has experienced firsthand the challenges and opportunities for leaders in a complex organization. Heather also has vast experience leading governance structures, developing programs, and executing within global organizations at the most senior levels.

Heather conceptualized, designed, implemented, and led the *IDFA People Strategy*. With it, she designed and created a suite of programs focused on leadership and the cultivation of organizational well-being, as well as on building the workforce and organizations of the future. One of these programs, *The Power of People*, is an interactive conference which Heather developed in collaboration with Egon Zehnder and McKinsey & Company, for Chief Executive Officers and Human Resource leaders. The program focuses on the future of work and creating cultures that are inclusive, diverse, and equitable. Another of these programs, the Dairy Diversity Coalition, increased and empowered diversity, equity, and inclusion in one of America's most important agriculture sectors.

Heather's idea of relaxation is long walks in nature and organizing closets. She loves to devour podcasts about relationships, happiness, and cultivating work cultures where people can thrive.

A graduate of George Mason University, Heather earned her degree in intercultural communication and received her certificate in coaching from George Mason University's Institute for Leadership Excellence. She received her ACC coaching credential through the International Coaching Federation (ICF.) She is also a graduate of The Protocol School of Washington where she earned certification in corporate etiquette and international protocol.

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