



Robin Goodbary, MCC, MBA

Robin is an award-winning Master Certified Coach focused on Business and Leadership, a DEI trainer, and a Courageous Conversations co-facilitator. Her steadfast and transformational coaching approach supports leaders and business owners to discover and unleash their untapped potential and expand their impact.

Robin pulls from over 30 years of experience as a marketer, new product developer, project leader and trainer and has led projects, people, and teams to excel. By employing an Outward and Growth Mindset and Positive Intelligence, she helps her clients to expand their way of thinking and discover creative solutions to complex situations.

Experience

Ms. Goodbary supports her clients through one-on-one leadership coaching, team and group coaching as well as workshop design and delivery. She has partnered and collaborated with clients in a variety of sectors including financial services, the federal government, the military, hospitality, advertising, technology, and oil and gas. She has facilitated DEI workshops and co-led Courageous Conversation sessions. Robin has 30+ years' experience in leading people, projects, and programs. She developed advertising, and marketing plans, managed client relationships stewarded brands, and conducted and applied primary consumer research through facilitating focus groups, interviews, and questionnaires to inform the development of new products.

Education

Robin is a graduate of University of Missouri, St. Louis, Missouri with a B.A. in Communications. She holds a master's in business administration from Fontbonne University, St. Louis, Missouri. She has completed postgraduate work at the Wharton School of Business at the University of Pennsylvania and Washington University School of Business, St. Louis, Missouri.

Certifications

Robin is a Master Certified Coach through the International Coaching Federation (ICF) and is a member of the local and international chapters. She is a certified group coach and trained as a team coach using the Organization Relationship Systems Coaching (ORSC) technology. Robin is a certified Retirement Options Coach. She uses Positive Intelligence and is currently training to be a Certified Positive Intelligence Coach. Robin chooses to give back to the profession of coaching by being a Certified Coach Mentor Supervisor and a coach trainer.

Accomplishments

When she is not supporting clients, Robin and her husband spend time vegetable gardening, fishing, volunteering, and cooking. She holds a patent with the US Patent and Trade Office. She is a keynote speaker, and author of "Get Done What Matters Most" workshop. She volunteers on the board and is the Missouri State Problem Captain for Odyssey of the Mind, a creative problem-solving competition that teaches elementary to college-aged students to think creatively. Robin loves playing board games, completing Magic Puzzles and escape room games.