



PEGGY STINSON

Executive Coach/Trainer

Leadership – Performance – Communication – Culture

PEGGY STINSON is executive coach and trainer and owner of Stinson Coaching & Training located in Stuttgart, Germany. Born in the U.S.A., with a German, international office since 1996, she takes the best of international business practices and adapts them to her clients' international workplace environments.

Peggy's coaching and trainings support foundational and underlying processes of strategy, change management and development of leaders and organizations. Her specific focus is improving efficiency and effectiveness in the workplace by improving personal performance, team interaction, communication, and workplace behavior. Her many years abroad give Peggy the ability to especially support international sales managers, team and project leaders, as well as executives in global working conditions.

As a small business owner in the USA and in Germany, Peggy's passion is helping to build strong, international companies by supporting managers to become strong leaders for their teams, helping their company move ahead in a global environment. Peggy works with international companies in a range of industries, including service, IT, online/social media, food and beverage, health and medical, industrial manufacturing, and automotive.

Prior to moving to Germany in 1996, Peggy was a successful entrepreneur in the USA, where she owned an association management company for

14 years and was an industry lobbyist on the state and national level. As the Executive Director of several trade associations and not-for-profit organizations, Peggy gained invaluable experience in strategic planning, organizational and leadership development, sales, and event planning. Additionally, Peggy was an often-sought guest for public awareness presentations, television and radio, and she was a frequent presenter in front of the Tennessee State Legislature. Further, Peggy wrote for local newspapers and published trade magazines. This professional experience, coupled with her educational studies in business management, allows Peggy a well-rounded foundation of people and organizational skills that she uses on an everyday basis as a coach and trainer.

In 2001, Peggy began her two-year training to become a certified executive coach. In 2005, Peggy also became certified in the psychology-based coaching model from Dr. Philip McGraw, taught by Dr. Lawless. Peggy has training in experiential learning and is certified in Hogan Personal Assessments and Insights Discovery Personality Assessments. To keep close collegial exchange, Peggy is the founder and moderator of an international group of coaches on Xing.com with over 550 members. Peggy travels internationally in Europe and in the USA conducting coachings and trainings in English as well as in German.

Last edited: 20.01.2015

Executive Coaching for C-Level Leaders, Department and Project Managers, Owners of Medium-Sized Businesses

What some of my clients say about their coaching:

“I’m goal-driven and analytical. Leading a virtual team of people located all over the world, I just didn’t want to lose the people side. My sessions help me to focus on the people and put that into the equation.”

Vice President, global manufacturing company

“All I wanted was to prepare myself for an interview for an internal opening for international team manager. It meant a budget of millions instead of thousands. After just a short meeting, it was clear coaching would help me prepare my entire foundation—me, my presentation materials and the process for answering and asking questions at the interview. Needless to say, I got the job!”

Team Leader National Sales, 10 reports, global technical company

“The company was having really tough times. Moral was low, motivation was null. The coachings were important so that I could help focus the employees on what was important and to keep my own motivation level and concentration level high.”

Owner, 50 employees, national manufacturing company

“I was able to get ideas and new perspectives on my situation and find clarity for good solutions.”

CEO, 230 employees, national non-profit

“Coaching gave me self confidence. I learned how to be assertive and how to focus on my priorities.”

Department Manager, 40 reports, global manufacturing company

“As a first-time manager, I needed support learning how to manage and lead my team and stay personally motivated.”

Department Manager, 4 reports, national trade association

Soft Skills Training Topics

Geared toward small groups and using experiential, hands-on training activities which bring fun into learning, Peggy focuses on topics which help people to communicate effectively and interact efficiently. The focus always remains on helping leaders and managers to hone soft skills and be prepared for a diversity of situations at the work place.

Leadership and Management
Sales Performance
Team Communication
Leadership for Project Managers
Cultural Readiness

Successful Change Projects
Employee Motivation
Public Speaking
Conflict Resolution

Education and Continuing Education

- Train the Trainer**, Adult Education and Experiential Learning
- Certified Coach**, Phillip McGraw PhD, coaching model taught by Lawless, (psychology-based coaching model)
- Certified Assessor**, Hogan Assessment Systems, (Personal Assessments)
- Certified Coach**, Comprehensive CoachingU
- Certified Trainer**, Insights *Discovery*, (Jung-based Personality Typing Assessment)
- Internal Auditor and FMEA Moderator** (Quality Management Systems)
- Certified Association Executive** (Business Management Certification)
- Institute for Association Management** (Business Management Certification)
- Business Management** (Vol-State Community College, Tennessee, USA)
- Various Courses/Workshops for Non-Profit Organization Management

Professional Experience

Since 2004 Coach and Trainer/Owner, Stinson Coaching & Training, Germany/USA
Industries: Automobile, Heavy Industry, Machine Manufacturing, IT, Online/Social Media Awareness, Service, Health, Food & Beverage

1997-2004 Consultant/Owner, Executive Management Company, Sinzheim Germany
(Coordination of international projects: market research, sales and marketing, quality management)

1996-97 Transition from USA to Germany

1982-96 Owner/Consultant, Executive Management Company Tennessee, USA
(Management of and lobbying for state and national trade associations and non-profit organizations)

Other Activities

President and Founding Member, *American German Business Club Stuttgart e.V.* 2003-2006
Founder, *Coaching Group Stuttgart*
Moderator, *Coaching Group Xing* for 450+ international coaches

Partial Client List

(Detailed references provided upon request)

Telefonica (O2)
Bilfinger SE
Whirlpool International
Hewlett Packard
SolarWorld AG
IBM Deutschland
apps4erp GmbH
Lenovo Deutschland GmbH
Festo Didactic GmbH & Co. KG
Carl Zeiss Vision GmbH
BERU AG (BorgWarner)
Börse Stuttgart, (Stuttgart Stock Exchange)
Klett Ingenieur GmbH
SMG Edelstahl GmbH
TDS Informationstechnologie AG
Bauknecht Hausgeräte
Kaiser GmbH
German-American Chamber of Commerce (DAHK) USA Süd, Atlanta GA USA
MBS Prof Dr Bichler, Schwarz und Partner
Deutsche Gesellschaft für Qualität, Stuttgart
SENS Steinbeis IT Transfer Zentrum

Private Pay Coaching Clients from:

Volkswagen AG, Mercedes (Daimler/Chrysler)

Training Partners:

ASK Europe, (International HR Projects/ Executive Coaching) UK
Cultural Awareness Institute, Dallas TX, USA
Wolfram Ott & Partner (Project Management Certification) Hemmingen/Stuttgart