



## Biography

# Shannon Waller



Shannon Waller is a valuable team member at Strategic Coach®, having started in 1991 as one of the first salespeople for the Strategic Coach® Program, and then leading her own Strategic Coach® sales team. She is continually expanding her abilities and roles within the company, playing a key part in the company's direction and growth.

Shannon is the creator of the Strategic Coach® Team Programs, companion workshops to the Strategic Coach® Program. These are team-member-specific workshops designed to help teams integrate the Program insights into practical strategies for improving teamwork and company success. She also developed the successful Strategic Assistant® Teleseminar Series, which offers direct assistants of Strategic Coach® clients first-hand knowledge about the key concepts of the Program.

Shannon is also instrumental in designing many of the Strategic Coach® Program workshops and materials. This gives her profound knowledge of the thinking behind these tools and, combined with her years of experience working with entrepreneurs and their teams, makes her a dynamic and supportive speaker and coach.

In 2003, Shannon co-authored the book *Unique Ability®: Creating The Life You Want*.