

**Richard Best, M.Ed., CMC, CFF**  
Certified Master Coach  
Certified Forum Facilitator



Richard serves as an executive coach and consultant with extensive experience coaching senior executives and high-potential leaders. He specializes in developing leadership behaviors and emotional intelligence, exchanging less desirable behaviors for those exemplifying true leadership. Richard helps clients strengthen their interpersonal effectiveness and leadership impact, resulting in increased opportunities for their career success. He has coached executives to identify development areas, create fresh perspectives for growth and overcome obstacles in making measurable and sustained changes.



Richard has coached executives from a variety of industries including professional services, technology, healthcare/physicians, engineering, construction, retail, manufacturing, real estate, transportation, oil/gas, academic, municipalities, state agencies, and hospitals. Additionally, he serves as an executive coach for Texas Christian University's Executive MBA program and Southern Methodist University's MBA/Professional MBA programs. Besides coaching, Richard serves as one of approximately 100 world-wide Certified Forum Facilitators for YPO, working to enhance leadership for YPO's 24,000+ members through workshops and retreats.

Richard brings more than 30 years experience in the healthcare industry where he has served in various leadership roles including CEO of a non-profit emergency medical services agency, Director of a hospital psychiatry department, Chairman of the Board for a non-profit psychiatry agency and P&L responsibilities up to \$25 million.

Richard holds a Master of Education in Kinesiology (Health Promotion & Fitness) and a Bachelor's degree in Physical Education with a minor in Business from The University of Texas at Austin. Richard is active in numerous community-enrichment initiatives including First Tee of Fort Worth, the Ben Hogan Foundation and the Greater Tarrant Business Ethics Awards Committee. He also served four years as Chairman of the Board of Directors for LifeNet Services, Inc. and LifeNet Community Behavioral Healthcare (Dallas). Richard has previously served on the Board of Directors for the Dallas Texas Exes, which raises scholarship funds for area students to attend the University of Texas at Austin, and The Elisa Project, a nonprofit which increases the awareness of eating disorders.

**A broad base of experience with clients including:**

Alcon	Corsair Engineering	Radio One
Alvarez & Marsal	Craft International	Sabre
Aviall	DFW International Airport	Smith Nephew
ANTXB Insurance Services	Ericsson	SourceCorp
Apache Corporation	Federal Home Loan Bank-Dallas	Tarrant County
BDO USA, LLP	Fort Worth Chamber of Commerce	Texas Christian University
BNSF	Fort Worth ISD	Texas Instruments
Bottle Rocket	Grainger	The Bassett Firm
Boyd, Shackelford & Barnett	Kaiser Permanente	TPG Global
Brown & Hofmeister Cariloop	Lockheed Martin	United Way of Metropolitan Dallas
Celanese	Mobiquity	USA
City of Fort Worth	North Texas Specialty Physicians	
Cook Children's Medical Center	Norvo Nordisk	

**Client:** Partner with international accounting firm

**The Need:** This leader had been identified as the successor to the current Managing Partner. He needed help improving engagement and trust with other partners, direct reports and clients. He also needed to work on managing stress/anxiety when encountering stressful situations.

**Result:** Through coaching, the Partner was able to greatly improve his listening and communication skills where the emphasis was on listening to others from their perspective and considering the point of view of the audience when communicating verbally or in writing. The Partner continued a trusted advisor relationship with the coach at the end of the initial coaching period which provided an opportunity to successfully overcome a new business development drought and turn around a \$1.75MM public client he rotated onto as lead partner.

**Client:** Chief of Staff for venture capital firm

**The Need:** A well liked leader was running out of options for growth within his firm, as some of his limitations were keeping him from advancing into more senior roles. Richard was engaged to assist the leader with increasing self-awareness, building confidence in communications, improving influencing skills, and gaining insight into an intentional career plan.

**Result:** With coaching, the leader was able to grow in self-awareness through assessments and conversations with Richard and his peers. He learned to better understand the behavior of others which led to increased confidence and improved communications and influencing skills. Richard also guided the leader in developing a concise plan for his career path.

**Client:** Marketing Director in a global medical company

**The Need:** The Marketing Director for Canada and Latin America needed to focus on coaching direct reports to adapt their leadership style to the needs of various situations.

**Result:** Through coaching, the Marketing Director was able to improve his team's competencies and skills by applying effective and timely coaching resulting in three direct reports being promoted within the organization. Additionally, the Marketing Director began to demonstrate more assertiveness in certain situations and saw how his ability to be more inclusive and collaborative generated a higher sense of commitment and buy-in from others. He has since been promoted to General Manager of one of the company's international offices.

**Client:** Vice President in a national engineering firm

**The Need:** A Shareholder running a regional office needed to diminish his "bull in a china shop" behavior. The Shareholder was hired to start the Dallas office which quickly grew in employees and revenue. He is very quick to see solutions to problems and typically has been ten steps ahead of everyone else. He tended to be overly directive in his leadership, had a large turnover in staff that concerned the CEO, and had trust issues with peers, direct reports and others within the organization.

**Result:** The Shareholder has since been promoted to Vice President and is a national market leader within the company. He has increased his awareness of others'

needs and how his behavior is perceived and improved his influence and listening skills. Richard consistently receives feedback from others acknowledging how much the Shareholder has changed for the better as a leader. The engagement is on-going, as the Shareholder continues to refine the nuances of his communication, executive presence and influence styles.

**Client:** Senior Director in an International pharmaceutical company

**The Need:** A high-performing senior field director needed to work on executive presence, asserting and challenging the status quo, and developing a collaborative/empowering style of leadership. These issues were keeping her back from advancing to the next level of leadership.

**Result:** The Senior Director identified, practiced, and demonstrated a marked improvement in skill set in her challenge areas. As she successfully grew in her executive presence, gained confidence in challenging the status quo, and created a collaborative and empowering style of leading, her already successful team grew even more successful. As a result of coaching, she was promoted and is now one of three Executive Directors in the U.S.

**Client:** Executive Director Nonprofit youth development agency

**The Need:** The successful executive director (ED) was at risk for burnout and had difficulties controlling his emotions when under stress, challenges in saying "no" to requests from stakeholders, and over-talking in meetings and networking situations.

**Result:** Through coaching, the ED was able to gain greater insights into his trigger points for emotional outbursts which have effectively been extinguished through improved self-awareness and the utilization of neuroscience tools. The ED was also able to improve his communications through a more focused and intentional communication, as well as greater awareness of the nonverbal cues of the people around him. Through weekly strategic and tactical planning, as well as intentional focus on not accepting/offering to do additional tasks, he was able to reduce his stress, create space for getting projects done more timely, and improve work/life balance. Additionally, ED was able to create a vision and core values which has allowed him to be more influential and improve accountability for all staff and stakeholders of the nonprofit.

**Client:** High-Potential leader within a North American division of an international telecom/technology company

**The Need:** The soft spoken, high-potential leader's style was viewed as laid back, especially in meetings, and did not come across as confident. He desired to improve his leadership visibility, influence and verbal/nonverbal communication skills.

**Result:** Through intentional focus, reflection and accountability, the leader became more aware of his nonverbal communication. He learned to project his voice with confidence, grew in his organizational reputation as a leader, and increased his influence with direct reports and peers. He continues to be provided with leadership roles with greater responsibilities.