

DIANA STERLING

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CEO, Certified Professional Coach, Course Instructor, Author, Public Speaker

PROFESSIONAL EXPERIENCE:

April 1997 - present

New Generations International, New Mexico USA - *CEO*

Founder and leader of worldwide company focused on human development and performance, successfully melding professional coaching, training, publishing and public speaking to enhance both individual and organizational effectiveness. Established three international brands, Parent as Coach®, Academy for Family Coach Training and Vision in Action; demonstrating subject matter expertise in professional coaching, parenting and small business development. Developed a business model and services platform centered around:

- *Vision in Action: A Business Educational Course for Self-Employed Professionals.* Comprehensive training program designed for service professionals, focusing on direct application and success in chosen field. Delivery formats include 3-day workshop, workbook, DVD, individual coaching and group coaching – delivered in-person, internet and telephone in the US and UK.
- *Parent as Coach*®. Author and founder of a practical, efficient and life changing approach for parents of teens and pre-teens. The Parent as Coach Approach book has been translated into Spanish and Korean and taught around the world by professionals and organizations, including the Los Angeles Police Department Parent Training Program. All classes are offered in public and private venues.
- *Academy for Family Coach Training.* Created an international and intercultural coach training program; The Advanced Coaching Course. The course is a ten month training for certified coaches and human services professionals who wish to use coaching methodologies in their workplace and businesses. The Academy operates in Australia, UK, New Mexico, New York and San Deigo. This approach is the basis for individual coaching programs, workshops, books, workbooks, and public speaking. Also created Teen as Coach and Teacher as Coach coach trainings programs.
- *Corporate Training and Executive Coaching.* Workplace performance enhanced with professional coaching. Subjects addressed are team performance, leadership, management strategies and corporate transitions. All programs designed for bottom-line impact. Custom training and coaching programs designed for client culture and requested outcomes. Clients have included Kaiser Permanente, Tualatin Valley Water District, Penny Lane Foster Parent Program and Outward Bound West.
- *Individual Coaching and Consulting.* Individual Coaching and Consulting Programs designed for business owners, managers and leaders in corporations, parents, teens and any individual in transition. Programs are known for uncompromising integrity, structure, innovation, creative approach and methodology.

October 2006

Life Design International, Santa Fe, New Mexico - *Faculty Guest Instructor*

The Life Coaching Course: co-design of coach training curriculum, co-facilitate the nine-day course, and coach students to increase integration of the material learned.

January 2002 – April 2004

The Centre for Coach Training, Portland, OR - *Faculty Instructor, Student Advisor and Coach*

The Professional Coaching Course: co-design of coach training curriculum, co-facilitate the nine-month course, and coach students to increase integration of the material learned.

October 1996 – April 1997

Tyee Productions, Portland, OR - *Interim Head of Production*

Coordination of all productions for worldwide production company delivering high-end infomercials, TV commercials and corporate films. Managed budgets up to \$500,000 per production, hired all production staff, supervised permanent staff of twenty, organized schedules for up to thirty productions simultaneously, booked equipment and purchased supplies. Designed systems for smoothly running \$50 million per year production department.

April 1993 – October 1996

The Production Team, Inc., Portland, OR - *President and Founder*

Responsible for all aspects of client relationships as Executive Producer and Account Supervisor. Managed all productions, hired all production staff, supervised budgets, coordinated schedules. Demonstrated entrepreneurial skills managing complex production logistics within framework of business building and leadership. Member of Business for Social Responsibility and produced 25% of all productions as pro-bono for charities and youth development causes. Garnered Telly Awards for Excellence in Video Production, and Cascade Awards for television commercials. Clients included Soloflex, Microsoft, Word Perfect, Oregon Lottery, Kaiser Permanente and Nike.

June 1983 – April 1993

Freelance Film and Video Producer

Leadership role in diverse repertoire of projects including high-end corporate image films, documentaries, national and regional television commercials, videowalls, retail children's videos, infomercials and training videos. Scouted and managed locations, negotiated staff and equipment contracts, presented concepts and logistics to a diverse client base including ad agency creative and production personnel, corporate account managers, directors and executive producers.

June 1976 – June 1985

Freelance Theatrical Stage Manager and Costume Designer/Technician

Regional theatre and national opera companies include San Deigo Opera, Portland Opera, Old Globe Theatre, Ashland Shakespeare Festival and The New Rose Theatre. Stage management responsibilities included rehearsal and performance coordination of performers, musicians, technicians and stage crew. Costume responsibilities included designing period costumes, drafting, cutting and sewing, and costume shop management. Supervised costume staff and organized fittings with designers, actors and costume technicians.

EDUCATION

Portland State University, MS in Education, specialization in Adult Education. In process.

San Diego State University, BA in Drama with a specialization in Design. December 1979.

ADDITIONAL EDUCATION and TRAINING

New Ventures West Professional Coaching Course, *Certified Professional Coach* designation

New Ventures West Coaching for Excellence

Results 2000 Tony Robbins Seminar

Life Design International Certified Neuro-Linguistic Practitioner

Emotional Intelligence 2 Day Workshop by Marcia Reynolds, MCC

National Real Estate Investors Platinum Program, Year Intensive

Peak Potentials Millionaire Mind Intensive, Train the Trainer Certification

PROFESSIONAL ASSOCIATIONS

International Coach Federation (ICF)

International Speakers Network

PUBLICATIONS

Wake Up Live the Life You Love: The Power of Team (book)
Little Seed Publishing, 2008

Revised: *The Parent as Coach Approach: The Seven Ways to Coach Your Teen in the Game of Life*
(book, e-book, audio book and DVD) White Oak Publishing, 2008

Parent as Coach: Helping Your Teen Build a Life of Confidence, Courage and Compassion (book)
White Oak Publishing, 2001 Distributed in North America, Latin America, Europe and Australia.
Currently in Spanish in Latin America, Korean in Korea and worldwide.

Vision in Action: A Small Business Course for Service Professionals (workbook)
White Oak Publishing, 1999

Vision in Action: A Small Business Course for Service Professionals (videotape/DVD series)
White Oak Publishing, 2008

Parent as Coach (article)
Southern Oregon Family Magazine, September 2002

AWARDS

Certificate of Merit, Writers Digest 2001 National Self-Published Book Awards
Parent as Coach: Helping Your Teen Build a Life of Confidence, Courage and Compassion
White Oak Publishing, 2001

SAMPLE CONFERENCES AND SPEAKING ENGAGEMENTS

1998 – 2008 Various speaking engagements at schools, PTA meetings, community groups and professional mental health and youth organizations.

International Coach Fedearition Australasian Conference 2003, Sydney, Australia
Parent as Coach: 1.5 Hour breakout workshop.

International Coach Fedearition International Conference 2003, Denver, Colorado
Parent as Coach: 1.5 Hour breakout workshop.

Positive Youth Development Summit, Oregon Commission on Children and Families, 2000.

Various TV and radio to promote coaching in Portland, OR; Philadelphia, PA; Los Angeles, New York City.

Book signing and workshops at 15 Barnes and Nobles around the US to promote Parent as Coach.

Full List with references provided upon request.

PERSONAL ACCOMPLISHMENTS and INTERESTS

Body for Life, 2002 Top 200 Winner in Fitness Contest. Featured winner In *Body for Life for Women* best-seller, 2005.

Outward Bound 7 Day Joshua Tree Rock Climbing Course, 2001 and 2002

World traveler, classically trained singer, avid reader and student of learning, health, spirtuality, business, finance, real estate investing, fitness aficionada and devoted mom and wife.

Footnote:

Diana Sterling has been known as Diana Haskins, as it in the process of moving forward with the new married name. Some mateirals and websites are still under Diana Haskins.
