

Press Kit



# Coach Dawn

Helping Coaches and Leaders THRIVE Through Coaching,  
Coach Training, and Consulting.

**Dr. Dawn C. Davis-Reid, PCC**  
**CEO & Founder**  
**Reid Ready® Life Coaching, LLC**

**Reid Ready® Life Coaching is a Level 1-ACC accredited coach education provider.**

22 Berlin Road P.O. Box 237 | Clementon, New Jersey, 08021 USA | 856.435.8483

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# ABOUT *Coach Dawn* ME

COACH | MINDFUL TRAINER | AUTHOR | SPEAKER

I help coaching professionals, leaders, and teams THRIVE through coaching, mentoring, and training!

Dr. "Coach Dawn" Reid is the founder of Reid Ready® Life Coaching, LLC, a premiere provider of coaching and mentoring, coach training, and consulting services. She is a credentialed International Coaching Federation (ICF) coach and previously served as the Vice President and board member of the ICF Philadelphia Chapter. She currently serves as the Chapter's Diversity, Equity, Inclusion, Belonging and Justice (DEIBJ) liaison. Dr. Reid is also a certified mindfulness trainer with over 10 years of experience in training and development, and 20 years coaching new leaders or career seekers who identify as BIPOC in career strategizing, achieving entrepreneurial pursuits, and creating work-life harmony. Currently, Dr. Reid offers rigorous training to coaches seeking professional development, and Level 1 – ACC certification credentials. In addition, she mentors women coaches and coaches of color on how to develop their coaching skills, obtain their credentials, and establish a profitable and professional career branding in the coaching industry. Dr. Reid is known for helping her clients achieve success in wellbeing, business, and careers.

Dr. Reid is a scholar-practitioner in help-seeking behavior and how to use coaching approaches to attain goals, maximize resources, and realize one's potential. She is the creator of the PARA™, SMART-R™ goals and MIND™ coaching approaches. Her research can be found on ProQuest and her work has been published in several academic libraries. She has spoken on DEIB, building a culture of coaching for organizations, mindfulness in the workplace, and building a culture of excellence at Port Authority of NY & NJ, Pfizer, J&J, BMS, Rotary Club, among other companies, and taught social cognition and other behavioral science courses at Temple University, New England College, Camden County College, and Rutgers University.

Dr. Reid is the host of Real Talk for Coaches, which can be streamed or downloaded on Amazon Music, Spotify, iHeartRadio, and Apple iTunes. She also writes a blog for Psychology Today called the Coach's Corner, is cited in articles and research studies, and is a sought-after speaker. Dr. Reid has published four books, with the latest being Coaching for Success. Her books can be found on Amazon.



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**REID READY® LIFE COACHING**  
*HELPING COACHES AND  
COMPANIES THRIVE!*



# SERVICES

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Reid Ready® Life Coaching (RRLC) is where coaching professionals can proficiently develop their skills, corporations can learn how to create an enterprise-wide coaching culture, and individuals can experience culturally sensitive, mindfully focused coaching to maximize their full potential.

- Our **training programs** are geared towards giving new or aspiring coaches a strong foundation from which they can continue to build. We also help coaches earn coaching hours, offer coaching supervision and mentoring, and you can earn CCEs towards your professional coaching credentials. We are here for your ongoing development.
- Our **coach consulting** is structured to support businesses with creating, implementing and maintaining a coaching culture for greater productivity and team cohesion. We work with leaders, project managers, teams, and individual contributors to ensure key goals are met. We can help your staff develop a mindset of excellence across your enterprise and show you how to embed coaching in performance reviews, project launches, and training.
- Our **individual coaching and mentoring services** are dedicated to helping you move forward and create a stable, purpose-grounded life. We go beyond goal setting and get to the heart of what's important to you and what's holding you back from experiencing a fulfilling life. We also partner with you around accountability, and help you weaken your "mental monsters" so that you can reduce procrastination, analysis paralysis, and renew your self-perception.

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## TRAINING PROGRAMS

- Master Coach Training & Mentoring Program

This is an all-inclusive program. The course is a blend of asynchronous and synchronous learning, and offers up to 124 coach training hours. The purpose of this course is to develop a coach's skills by focusing on industry core coaching competencies and ethical standards to align with expectations to obtain your coaching credentials and masterfully deliver excellence in your coaching practice. At the end of the course, you become a certified Reid Ready Master Coach (RRMC).

- Associate Coach Training & Mentoring Program

This course is a blend of asynchronous and synchronous learning. Earn up to 40+ CCEs. This course is a combination of asynchronous and synchronous learning. Our 20-week program is very intense so you must have dedicated time to cover the material fully and participate in the live demos and discussions. At the end of the course, you will become a certified Reid Ready Associate Coach (RRAC).

- Reid Ready® Life Coaching Master Classes  
Learn what you want, when you want it, with our mini master classes. Register for one or more of our classes to develop key capabilities as a professional coach.

- Introduction to Mindfulness in Coaching & the MIND™ Model (12 CCE)
- Intro to Cultural Sensitivity Coaching (12 CCE)
- Coaching Competencies & Ethics (20 CCE)
- Generate More Coaching Clients (3 CCEs for Ethics)
- Building your Coaching Niche (3 CCEs for Ethics)

- Vending For Success Master Class

This on-demand, micro master class is setup to help you vend more effectively and expand your coaching, speaking, or entrepreneurial business as a vendor at events

## PACKAGED COACHING SESSIONS

- Coaching for Success - Amethyst Package  
8-Session Coaching Package.
- Mindful Master - Topaz Package  
4-Sessions to Develop Mindfulness
- Group Meditation - Pearl Package  
4-Group Sessions
- Coaching & Meditation - Onyx Package  
8 Coaching and up to 90-mins of Meditation for Cognitive-Behavioral Shifts
- Qualified Mentor Coaching Pkg  
10 coach-mentoring hours for professional credentialing.

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**PRODUCTS  
SERVICES**

## BUSINESS CONSULTING SERVICES

- Consulting Session for Businesses  
For organizations seeking to improve their coaching culture or leaderships capabilities.

## SINGLE SESSION SERVICES

- Single Goal-Centered Coaching Session  
Single coaching session.
- Single Guided Meditation Session  
Single guided meditation session for de-stressing.  
Qualified Mentor Coaching Session
- Single coach mentoring and supervision for professional credentialing.



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## APPEARANCES

## PRESS

- Port Authority of NY & NJ - Women's Development: Implementing Mindfulness for Work-Life Harmony, Feb 2023
- International Coaching Week – ICF Philadelphia Chapter, Intro to Mindfulness Coaching, May 19-23, 2022.
- Reid Ready Training Programs: over 10 class cohort and over 1000 training and coaching hours from 2020-2022.
- RadialWIN: Bringing your best self to any space. Women's Empowerment Day, July 2021.
- International Coaching Federation – Philadelphia Chapter: Culturally Sensitive Coaching (6 CCEs), May 2021.
- International Coaching Federation – Long Island Chapter: Culturally Sensitive Coaching (6 CCEs), March 2021.
- Port Authority of New York & New Jersey: Bringing your best self to any space - Network of Black Employees Professional Development Day, February 6, 2020.
- Rotary Club of Voorhees – “How to leverage your relationships within communities to generate volunteers, December 19, 2019.
- International Coaching Federation – Philadelphia Chapter: “How to leverage your relationships within communities to generate clients” (1.5 CEUs), December 10, 2019
- Real Talk Podcast: Weekly discussion on topics focused on the challenges of coaching professionals, trends in the coaching industry, and topics important to entrepreneurs, January 2018 to Present. Clips from the discussions can be found on YouTube @ReidReady
- Hammonton Library – Workshop: Peer-coaching for faith-based organizations, August 2019.
- Pennsylvania Women's Conference: Career Pavilion Coaching Corner, October 2019
- The Voorhees Rotary Club keynote speaker: "Cultivating mindfulness is more than mat meditation: How to be meditative in all activities" May 2019
- The Power of Attorney Podcast: “The Importance of Having an Agreement for Coaches & Entrepreneurs,” April 2019
- Stratford Library – Guided Meditation Workshop, February 5 through February 26, 2019
- WOMB Holiday Extravaganza, Voorhees Town Center, November 2018
- WOMB Expo, Rutgers University Tech Center, June 2018
- Stand Matthews Broadcasting
  - Comcast Cable Station 190, June 2018
  - GEMs Radio.net, Station 91.7 FM, Oct 2017





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## APPEARANCES (continued)

## PRESS

- Featured panelist for the X Annual Social Theory Forum April 2013 and serves as a visiting lecturer with universities and college (Temple University, Camden County College, New England College)
- Authentically Me - Facebook group for Women Entrepreneurs which focuses on awesome everyday individuals, providing a central location for career and wellbeing support for busy women 2018-present
- Reid Ready Coaches - Facebook group for coaches and coaching professionals 2018-present

## WOMBinar APPEARANCES

- April 11, 2018 Can Your Client's Identify You On-Line: Branding Your Business for Success on Social Media
- May 9, 2018 Are You as Passionate in the Bedroom as You are in the Boardroom
- June 13, 2018, Daily Habits for Success: Rituals of Solo-Entrepreneurs
- July 11, 2018 Jumping in the Deep-End: Making the Decision to Quit Your 9 to 5 and Work for Yourself 100%
- July 18, 2018 Queens Don't Let Queens Walk Around with Crooked Crowns: How to Overcome Negative Competition Among Female Entrepreneurs

## COACHING FOR SUCCESS

- Reid, D. (2016). "Yes! You Can Build a Successful Coaching Practice." Reid Ready Life Coaching, Inc.: Clementon, NJ [publication pending].
- Reid, D. (2019). "Understanding Help-seeking Intention and Awareness of Marital Support Resources in Married African Americans." Northcentral University: Prescott, AZ
- Red, D. (2014). "Positive Thinking for Positive Being." Reid Ready Life Coaching, Inc.: Clementon, NJ
- Reid, D. (2014). "Don't Let the Funeral Kill You." Reid Ready Life Coaching, Inc.: Clementon, NJ



# MEDIA MENTIONS

## QUOTED ARTICLES

### **I DO! HOW TO SURVIVE BUSINESS WITH YOUR MATE?**

Dawn speaks with Ann Brown of the Network Journal about how couples can work together in their business productively and still have a great relationship

### **WHERE WILL A CAREER IN PSYCHOLOGY TAKE YOU?**

Dawn C. Reid talks about pursuing a career in Psychology in this educational article regarding Online Psychology Degrees.

### **SHOULD YOU HIRE A BRIDAL COACH?**

Dawn C. Reid says YES, you should. Check out her expert advice on why it is important to hire a Bridal Coach.

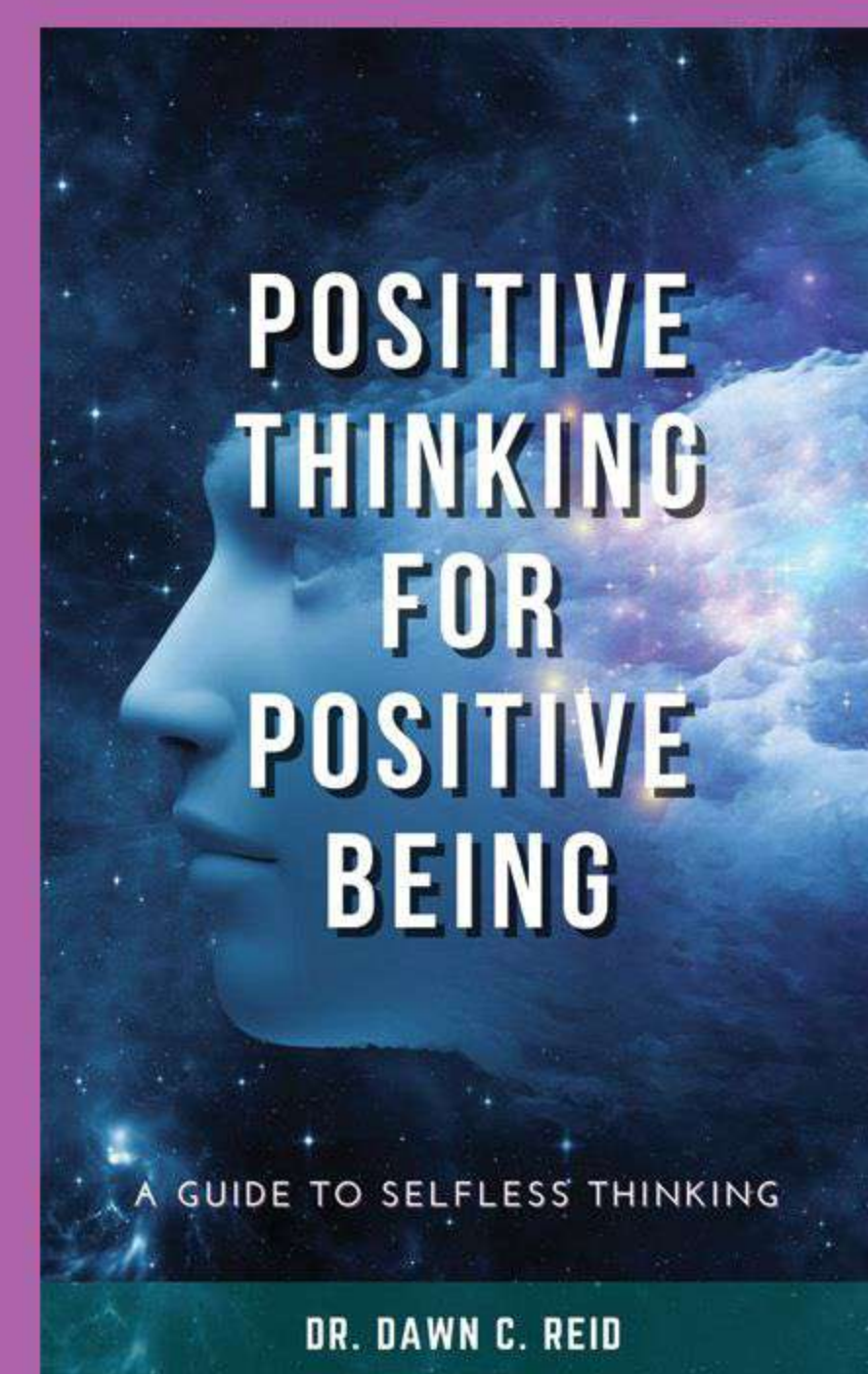
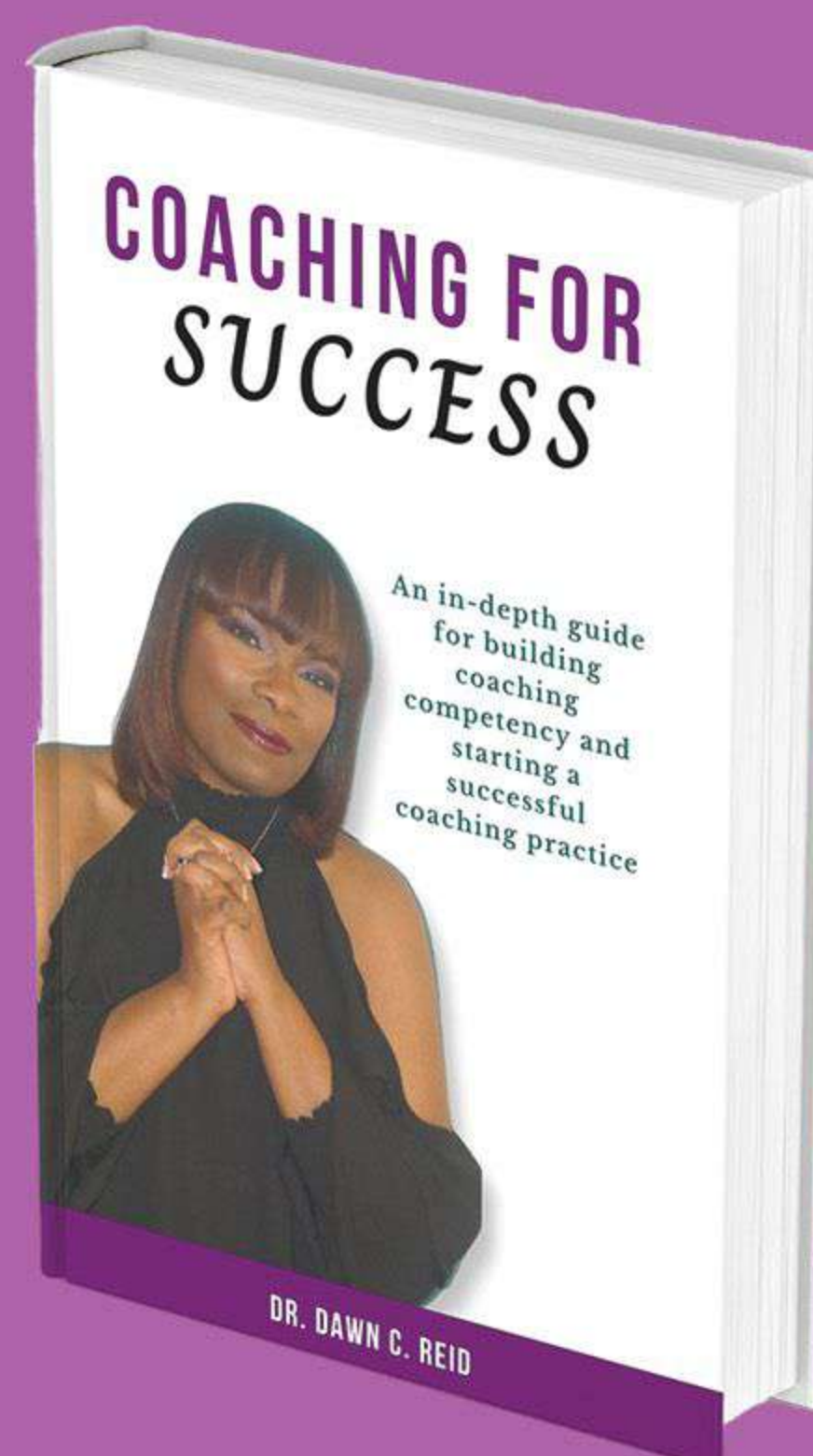
To read one of Dr. Reid's more than 30 blog articles, go to <https://www.reidreadycoaching.com/the-coaching-corner-blog> or visit <https://www.psychologytoday.com/us/blog/coaching-corner> Her articles have been referenced or quoted by several influencers.

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# MEDIA ASSETS

Coach Dawn





# CONTACT



Media Contacts:



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