

Jordan Goldrich, LCSW, BCC

Jordan Goldrich is best known for helping executives get results while developing their organizations, employees and themselves. He helps directors and managers develop the strategic, self-management and people skills to be successful in their positions and get promoted. A specialist in resolving workplace conflict, Jordan helps senior teams reduce the loss of money, people and productivity associated with ineffective management and collaboration.



Jordan draws on his experience as a Chief Operations Officer, a Master Coach for a major national coaching firm, a licensed therapist, a Certified Employee Assistance Professional and a Board Certified Executive Coach to provide savvy insights and to bring leading edge business, leadership and organization development processes and tools to his clients. These include strategy, performance management, leadership and management development, cross functional team problem solving and customer service.

Jordan customizes the executive and leadership coaching process to the unique needs of each client. Options include 360 feedback, personality and communication style assessments and interviews with key stakeholders and customers. He is certified in the Center for Creative Leadership's suite of 360 assessment tools as well as DISC, Meyers-Briggs, FIRO-B, California Personality Inventory, Workplace Big Five Profile and others.

Jordan received his Masters in Counseling and Masters in Social Work from Washington University in St. Louis. He received his BA in Psychology from the State University of New York at Stony Brook. He completed the coach education program at the Coaches Training Institute in San Raphael, CA. and the Executive Coaching program at B\Coach Systems LLC.

Jordan is Past President of the San Diego Chapter of the Professional Coaches and Mentors Association (PCMA). His article, "Coaching: A Map of The Territory" is featured in PCMA's publication: **Coaching for the New Century**.

Key Highlights:

- Provided leadership coaching to two fast track Senior Vice Presidents in a \$1 trillion investment firm. Both were promoted after 6 months. Currently working with three additional executives.
- Provided leadership coaching to a very valuable Global Director of Research and Development for a 3 billion dollar manufacturing company to enhance team building and cross functional collaboration skills.

- Assisted the owner of a 30 million dollar privately held company providing a residence and rehabilitation services for furloughed prisoners. After purchasing the organization the owner determined that the key executives had excellent industry knowledge but not the level of leadership skills required to take the company to the next level. Facilitated executive team meetings and coached the key operations staff person who has been promoted and is now successfully managing the operation.
- Over a ten year period, assisted the risk management and human resources departments of a university to manage high conflict situations involving union and non union employees. Facilitated conflict resolution meetings resulting in commitments to actions for improving the situation.

Companies I've Worked With (and Years With Each Company):

Personal Performance Consultants Inc. (Now Magellan Behavioral Health), Director, National Support Services, 1982-1987

National Resource Consultants, Inc., Senior Vice President Operations, 1987-1994

WellPoint Health Networks/Blue Cross of California, Director of Employee Assistance Programs, 1994-1998

Sample business and executive coaching, consulting and training contracts:

- | | |
|---|--------------|
| • Harris Rothenberg International, Inc. | 1999-Present |
| • PacifiCare | 2000-Present |
| • San Diego Community College District | 2003-Present |
| • San Diego State University | 2003-2011 |
| • United States Navy, HRSC | 2006-Present |
| • Regional training Center | 2006-Present |
| • San Diego Gas and Electric Co.: | 2008-Present |
| • San Diego Superior Court | 2008 |
| • Spawar | 2008 |
| • Optum Behavioral Health | 2009-Present |
| • City of Oceanside | 2009 |
| • Valspar Corporation: | 2010-Present |
| • Pacific Investment Management Corporation | 2010-Present |
| • Neighborhood House | 2010-Present |
| • ITW Space Bag | 2010-Present |
| • City of San Diego, Public Utilities: | 2011-Present |

Geographies I've Worked In:

USA

Leader Positions I've Coached:

- Principal/Owner, General Manager, Executive Vice-President, Senior Vice President, Director, Middle Management, and C-Suite Executives

Business/Talent Challenges I've Helped Leaders Solve:

- Achieving Business Results
- Managing Rapid Organizational Growth
- Developing Business Strategy and Creating Alignment
- Creating Success in a New Position
- Improving Internal Customer Service
- Building High Performance Work Groups/Teams
- Resolving Solution Resistant Cross Functional Problems
- Developing Leadership Bench Strength
- Building and Mending Relationships
- Coaching and Developing Others
- Conflict Resolution
- Performance Management
- Talent Retention

Leadership Experience:

- Jordan managed all operations for WellPoint Health Networks, Inc. Employee Assistance Program product. WellPoint is a publicly traded health insurance and managed care company serving 8 million medical and 21 million specialty members nationally, doing business in California as Blue Cross of California. Following WellPoint's purchase, he coordinated the integration of National Resource Consultants (NRC) functions and operations with the WellPoint organizational structure, meeting all goals and timetables.

Jordan participated in WellPoint's "Organization Transformation Task Force," coordinated by The Center for Creative Leadership. He received personal acknowledgment from CEO for his contribution. He won the contract for the division's largest \$2M national account and performed successfully as the account manager. He closed 50% of the 70 EAP service proposals forwarded to Blue Cross in 1996, well above the average company closure rate of 15% - 20%. He provided management consulting and personal coaching to client company executives.

- As Chief Operating Officer of National Resource Consultants, Inc. a consulting and service firm providing managed behavioral health and Employee Assistance Program services, Jordan was instrumental in creating an 800% increase in revenue over seven years, attaining an HMO license and executing an acquisition by WellPoint Health Networks. He did this by creating a customer driven culture and utilizing cross-functional team problem solving methods rooted in the work of W. Edwards Deming and Kepner and Tregoe. Jordan coordinated the strategic planning process and executed the strategy that resulted in the successful sale of the company.
- Jordan co-designed and was Faculty Advisor for the San Diego State University Professional Certificate Program in “Coaching for Organizational Excellence.” He received the “Outstanding Instructor” award in 2005 for his work in the program. In 2012, this program is moving to Chapman/Brandman University.
- Designed and implemented successful senior leadership and manager level academies for a Community College District with three campuses.
- As a Master Coach for a major national coaching firm, he is responsible for evaluating and training their incoming coaches.