



Deena Goodman, LCSW, CPOCC

Principal

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With a professional background in Public Relations, Acting and Clinical Social Work, Deena combines her expertise to deliver values-driven coaching across industries to entrepreneurs and executives alike working on electrifying their executive presence, establishing a sense of professional fulfillment and delivering with unforgettable impact.

Deena has a uniquely integrated approach to coaching executives in developing their authentic leadership brand, effective management style and strong executive presence. Deena maintains a strong belief in working with clients to achieve deep, rich insight on their paths to developing a strong, authentic leadership brand. With a coaching style described as insight driven, values-based, self-awareness focused, and behaviorally anchored Deena approaches her work with clients with a combination of creativity, empathy, support and tenacity to challenge in order to help people unlock and own their greatest potential.

Deena has extensive experience and knowledge in the fields of women's leadership development, executive presence, influencing without authority, and assessment. Deena has worked with executives in the world of real estate, finance, media, tech and pharmaceuticals.

A member of the International Coaching Federation and the National Association of Social Workers, Deena received her BFA from the Tisch School of the Arts at NYU, her Masters in Social Work from New York University and her Coaching Certification from The Coaches Training Institute. Deena is also certified in the Hogan Assessment. Deena lives in Manhattan with her dog Charley and lives for live music, theater and cycling.

## Practice Areas

### From the Actor's Perspective

Learn and apply essential acting skills in order to create impactful presentations through essential voice work, body integration, building an awareness of self and crafting a purposeful message delivery.

### Value Up

Increase your value to self and to others through a deep exploration of what creates meaning and purpose for you as a professional. Clarify your vision and learn to strategically express at your full potential. How do you want to be valued?

### Mindful Management

Designed to teach empathic leadership, Mindful Management, helps the manager explore a leadership skill set that focuses on empowering direct reports to deliver at their fullest potential so you can operate at your fullest potential. Can be coached 1:1 or in a group setting.

### Mediation Equation

Conflict management for teams, partners, managers/direct reports. Conflict arises and as an objective facilitator I help to enhance and drive effective communication around tough topics.