



DEANNA POTTER, M.A.

Deanna is the Director of Growth and Development for The Centre for Organization Effectiveness. She has more than twenty-five years of experience in individual coaching and group training courses designed to improve communication skills and organizational results. She is a speaker, trainer, coach, and author who has consulting experience in both the private and public sectors. She understands the demands and importance of balancing an organization's key performance objectives against the welfare of the individuals within the organization. She has generated organizational models and systems that focus on process improvements, innovative workflow methods, and practices that improve communication and increase workload capacity.

Her noteworthy background includes various leadership positions, consulting projects, and presentations with organizations such as CAPPO, San Diego Housing Commission, Western Municipal Water District, City of San Diego, County of San Luis Obispo, City of Carlsbad, CalSTRS, Trilogy Financial, California Association of Realtors, Hartford Insurance, Orange County Sanitation District, SANDAG, National Institute for Governmental Purchasing (NIGP), and County of San Diego.

Deanna has held positions as Division Project Manager, HR Staffing Specialist, Division Training Coordinator, Customer Service Manager, Sales Certification Manager, Consumer Affairs Specialist, and Broker CEO. She has been a team leader for nationwide projects over multiple locations, has led new system implementations, supervised performance enhancement procedures, managed the creation of quality assurance projects and led teams of more than 245 staff members.

In 2015, she co-founded and co-launched SUE Talks. A series of events throughout Southern California promoting the professional journeys of women leading in business. During which time she coached individuals through the process of crafting a compelling message and building confidence to present from the stage.

Deanna received her Bachelor's Degree in Communication from the University of San Diego and her Master's Degree in Organizational Leadership from Point Loma Nazarene University. Her areas of expertise include Leader as Coaching, Presentations for Elected Officials, Team Effectiveness, Communication Skill Development, Productivity Improvement, Systems Enhancement, Leadership Development, Executive Team Facilitation, Hybrid Workforce Assimilation, Positive Psychology, and CliftonStrengths training/development.

Deanna has conducted numerous keynote presentations for conventions, conferences, and organizations around many topics and has highlighted her book *From Distress to Success* which outlines the 3 Key Choices critical to moving through challenges and obstacles.

Deanna understands the challenges facing employees and leaders in today's fast paced world. She uses her knowledge to help others systematize and prioritize their responsibilities for greater success.

When Deanna is not presenting you will find her watching her favorite sport - baseball - with her husband of 30 years, at karaoke with friends, or playing with her Boston Terriers- Madison and Olive.