

WINIFRED ERNST

Winifred is an executive coach and expert facilitator with 20 years of experience in leadership development and cross-functional team building. She partners with clients to help them create better workplaces for themselves and their organizations. Her expertise includes successful transitions of external hires, developing clarity of purpose aligned with action, establishing candid yet respectful channels of communication, and leading collaboratively by understanding and leveraging diverse working and communication styles across an organization.



Winifred takes a global perspective to her work, having expatriate experience on three continents, and speaks Spanish and French. She knows first-hand what it's like to be a newcomer in one place and a seasoned bridge builder in another. These intercultural interests combined with a deep commitment to higher education were at the core of her role at the University of North Carolina-General Administration, where she led NC policy groups comprising public and corporate leaders of diverse backgrounds, politics, and professions. Winifred integrated these policy groups with academic resources by way of scholars at UNC-Chapel Hill, including those at Kenan-Flagler School of Business, the Institute of Government, and NC Institute of Medicine, among others. She also worked regularly with Vice Provosts of HBCUs, Presidents of community colleges, and high-level administrators of both public health and private hospitals. Winifred has transferred this experience to coaching academic and health leaders, including those at Yale School of Medicine, UCSF, Penn Medicine, Yale New Haven Health, the NIH, and Glaxo Smith-Kline. Additionally, through a Stanford-Center for Creative Leadership partnership, she coached academic women leaders in global health.

Winifred listens to understand her clients' specific interests and concerns to establish a focused, research-backed strategy for coaching. In group settings, Winifred has facilitated action learning on women's leadership, influencing others, full engagement, Lencioni's trust and commitment, effective negotiation, giving/receiving feedback, networks that work, and authentic executive presence.

Winifred has a PhD in English and has loved teaching on university campuses, including lecturing for six years at the University of San Francisco. She has extensive experience designing original courses, publishing peer-reviewed articles, and has a peer-reviewed book (Routledge 2020). She believes that leadership, like literature, requires reading between the lines. She is PCC certified with the International Coaching Federation and credentialed in a wide variety of psychometric assessment instruments. Her other loves include her fantastic family, house renovations, delicious food, sailing on the Bay, and skiing in the snow.