



Pfeiffer Partner Program

Keystone Coaching & Consulting, LLC

Keystone Coaching & Consulting is a professional services firm, specializing in leadership coaching and human resources consulting. We work with key and emerging leaders in an organization. With this in mind, we work with individuals on various leadership skills, traits, and expectations. We are all about “results.” We work closely with leaders in an effort to make them and their organizations more than what they are. And we do that in very intentional ways where creativity and accountability come together.

Professional Expertise/Services

Mark de Roo is President of *Keystone Coaching & Consulting*. His professional background includes more than 20 years in human resources positions in manufacturing and service industries, including positions with Herman Miller, Inc., Trans-Matic Manufacturing, Co., and Manpower, Inc. He has been principal of a part-time career counseling and HR consulting organization for nearly two decades, working with over 1000 individuals and numerous business, government, and non-profit organizations.

As a leadership development coaching, specific areas of expertise include:

- Performance coaching
- Emotional & Social intelligence
- Leadership presence
- Career coaching
- On-board coaching

As a human resources consultant, *Keystone* offers these consulting services:

- Recruitment & staffing
- Performance management systems
- Team building and conflict management
- Employee manuals
- Outplacement counseling and assistance

Recent Assignments:

- Assisting a physician from a different culture and country in on-boarding coaching
- Recruiting two new sales positions
- Assisting an organization develop a preferred culture
- Enhancing a business owner’s leadership “presence”
- Developing a business leader’s “emotional intelligence,” minimizing his previous intimidating behavior
- Assisting a Sales Manager in becoming more assertive in holding his sales staff more accountable
- Worked with a holding company’s top five high potential leaders over a two-year period in developing their leadership skills
- Facilitated several organizations’ strategic planning process in off-site retreats

Education and Professional Affiliations

WESTERN MICHIGAN UNIVERSITY, Kalamazoo, Michigan
Master of Arts (Counseling & Personnel), 1982

HOPE COLLEGE, Holland, Michigan
Bachelor of Arts (Political Science), 1973

CORPORATE COACH UNIVERSITY, *Graduate, 2002*

Associate Certified Coach, International Coach Federation

Senior Professional in Human Resources (SPHR), Society for Human Resources Management

Accredited by the Hay Group to administer the Emotional & Social Competence Inventory (ESCI)

Contact Information

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