



Pfeiffer Partner Program

Rita Graziano, MA

Rita is a highly intuitive Executive Coach who practices “unconditional positive regard” when coaching leaders, while directly challenging them to reach for more---in performance excellence, innovation and business results.

Professional Expertise/Services

Over 25 years success enabling Leaders and other professionals to achieve their desired professional success, and the realization of their potential. She has served as a director in several high tech firms, is a certified Leadership Coach, Career Coach and Facilitator. As a leader herself, she has managed teams of 6 to 30 employees. As an instructor of leadership skills, she has trained hundreds of supervisors, managers and senior leaders. She writes for the Examiner website and delivers teleclasses and webinars on leadership excellence.

Recent Assignments - Examples below

- NetApp---I am the NetApp (#1 Best Place to Work) Leadership Coach for the NetApp 360 Assessment.
- NetApp—I am co-facilitator for the Elite Sales training course for NetApp sales professionals.
- Multiple companies and individuals---I am a Career Coach for individuals from companies such as HP, Phillip Morris, UPS, Wells Fargo, Cisco and many others.

Education and Professional Affiliations

- Doctorate work in Human and Organization Systems at the Fielding Institute
- MA, Counseling, Santa Clara University
- BS, History, Cal Poly SLO
- Certified: MBTI, CPI260; certified Zenger Miller (Achieve Global) instructor
- Certified Facilitator (Interaction Associates), Leadership Coach (Zenger Folkman), Career Coach (Lee Hecht Harrison)

Contact Information

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