



# Wendy Perdomo

We grow the confidence, clarity, and capacity of leaders to thrive now and into the future.



TRAUMA  
INFORMED  
INSTITUTE



Imposter Syndrome  
Coach Practitioner

**Coaching Women of Color®** is a boutique executive coaching & leadership facilitation firm that works directly with senior and executive-level leaders, one-on-one and within their organizations, to strengthen team effectiveness, communication, psychological safety, and team culture. By coaching leaders to lead authentically, navigate power, and adapt to change, we help build workplace cultures where teams thrive, while advancing women of color into positions of influence and impact.

## CORE CAPABILITIES

### EXECUTIVE LEADERSHIP COACHING

Deliver individualized, identity-affirming coaching that empowers leaders to lead with authenticity, navigate power effectively, and achieve sustainable success at senior and executive levels.

### PERFORMANCE BASED COACHING

Provides strategic employee relations support to managers navigating performance challenges. Through the RESET Method®, a proprietary five-phase coaching framework, both the leader and team member are engaged to shift behaviors and produce measurable improvements in performance and ownership.

### GROUP COACHING PROGRAMS

Facilitate structured group coaching experiences that support leaders in building strategic skills, enhancing leadership capacity, and navigating workplace challenges collectively.

### TEAM DEVELOPMENT PROGRAMS

Strengthen team dynamics by using the DiSC assessment to improve communication, build trust, and promote collaboration with a focus on psychological safety and equity.

### LEADERSHIP RETREATS

Design and lead immersive retreats that promote reflection, renewal, and leadership transformation aligned with organizational goals.

### KEYNOTE SPEAKING & WORKSHOPS

Deliver high-impact keynotes, workshops, and webinars on leadership, equity, resilience, and navigating bias in the workplace.

## KEY OUTCOMES

- Increased leadership retention
- Measurable behavior change
- Elevated executive presence
- Reduced leadership turnover
- Stronger team engagement
- More inclusive culture
- Improved organizational equity
- Enhanced cross-cultural competence

## METHODOLOGY

Our proprietary **RESET Method®** combines evidence-based coaching with culturally responsive practices. Every engagement begins with a discovery phase to align goals, followed by tailored programming, ongoing measurement, and executive debrief to ensure lasting organizational impact.

[VIEW THE RESET METHOD® →](#)

Available virtually, in-person, or hybrid — nationwide.

## THE CWC DIFFERENCE

- ✓ Customized, impact-driven solutions
- ✓ Collaborative partnerships with organizations
- ✓ Trusted across sectors
- ✓ Culturally competent support
- ✓ Empowering leaders & teams

## INDUSTRIES SERVED

- HEALTHCARE
- FINANCIAL SERVICES
- EDUCATION
- TECHNOLOGY
- NONPROFIT
- GOVERNMENT
- MEDIA
- CONSUMER GOODS

## IMPACT AT A GLANCE

- 25+** CORPORATE CLIENTS
- 500+** LEADERS COACHED
- 10+** YEARS EXPERIENCE
- 98%** CLIENT SATISFACTION

Wendy facilitated a board retreat for us. She is a brilliant facilitator whose empathetic approach builds trust quickly. Wendy's superpower is the speed with which she is able to assess needs, navigate dynamics, and coalesce groups around shared goals. We were extremely pleased with the quality and clarity of Wendy's preparation, delivery, and follow up.

— LYNNE TOYE, BOARD LEADERSHIP

## Ready to work together?

Contact Wendy to schedule a discovery call and explore how CWC can support your organization.

[SCHEDULE A DISCOVERY CALL →](#)

## TRANSFORMING LEADERS FROM

