



# SHANNON CASSIDY

(SHE/HER)

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Shannon Cassidy is a certified corporate Executive Coach and a renowned authority on behavioral modification and communication. The incremental tweaks and adjustment she recommends are as easily and instantly executable, as they are effective.

**She is the Founder, CEO, and driving force behind Bridge Between, Inc.,** a specialized coaching firm committed to understanding, influencing, and maximizing the human potential—a fundamental yet complex characteristic within each of us. Since founding her company in 2000, Shannon has coached hundreds of Fortune 500 executives and their teams. The three services pillars include Executive Coaching, Team Development and Keynote Speaking

**She uses her knowledge and techniques to help clients** build a Bridge Between where they are now and their vision of what's possible. She has been transitioning potential to performance for more than 20 years. As entertaining and engaging as they are informative, her coaching, facilitation and speaking reveal her expertise, sense of humor, and empathy, all while communicating the lessons needed to help us find success instead of hindering our potential.

**Shannon does not simply coach and teach—she engages.** She assesses the individual, team and organizations needs and brings a combination of real-world experience and practical strategies that enable clients to face their fear and act to enable effective communication, organizational change, cultural alignment, and generous leadership.

**Shannon is the host of a business podcast, R.O.G. Return on Generosity.** The message is resonating with listeners. R.O.G. continues to climb in the ratings and in the top 5% of all podcasts globally! She has authored several books including V.I.B.E. an in-depth self-discovery journey; The 5-Degree Principle, leadership fable revealing a familiar journey of career challenges politics and empowerment and Grounded in Gratitude journal.

**She lives in Pennsylvania, with her husband and golden retrievers.** They are empty nesters with both kids in college.

