bridge between

SHANNON CASSIDY

EXECUTIVE ADVISOR | EXECUTIVE TEAM FACILITATOR

Founder & CEO, Bridge Between, Inc.

Shannon Cassidy partners with senior leaders and teams to navigate the human complexity of leadership, strengthening trust, clarifying decisions, and improving how people work together.

Small shifts. Lasting change.

SELECTED WORKS

The Five Degree Principle

V.I.B.E.

Grounded in Gratitude

R.O.G. Return on Generosity Podcast
Creator & Host | 252 episodes

AREAS OF FOCUS

Leadership effectiveness

Executive team effectiveness

Communication & influence

Trust & stakeholder relationships

Since founding Bridge Between in 2000, Shannon has worked across industries with executives and leadership teams through executive coaching, executive team facilitation, leadership development, mentoring programs, and speaking. Her work stays grounded in real decisions, relationships, and business challenges rather than abstract development goals.

Known for a calm, candid, and practical approach, Shannon creates space for leaders to step back from the pressure of the moment, examine how their intentions are experienced by others, and identify the shifts that will make the greatest difference. Depending on the engagement, she draws on stakeholder interviews, 360 feedback, assessments, and facilitated dialogue to build self-awareness and accelerate action.

Shannon is the author of *The Five Degree Principle: How Small Changes Lead to Big Results*. Its central premise, that intentional shifts compound over time, has informed her work with leaders for more than two decades.

SELECTED CLIENT PARTNERS

Barclays	CMA CGM	Comcast	FINRA	Hitachi Energy
Mast-Jägermeister US	Penn Medicine	QVC Group	SMBC	The Walt Disney Company

Prosci Certified Change Practitioner · Certified in Hogan Assessments, Birkman Method, The Six Types of Working Genius, DISC, and MBTI

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