



## **Cassandra Moore** **ACC, CPC, ELI-MP**

Cassandra is the Founder and CEO of TMYK Group (**The Moore You Know**). She provides professional coaching to individual, group and company clients in the areas of leadership and career management. Cassandra holds an ICF Associate Certified Coach credential. She is a Certified Professional Coach and Master Practitioner of the Energy Leadership Index, both certifications obtained from the Institute for Professional Excellence in Coaching (iPEC). She also holds a BA in Communications from the State University of New York at Geneseo.

### **Coaching Methodology**

Cassandra's mission is to make a difference by providing her clients with transformational core energy coaching; designed to liberate her clients towards achieving their goals. She does this by utilizing **(ACT)**, her three-step coaching framework:

- **Assess** the "who" - become familiar with the client's needs
- **Clarify & Create** - gain clarity on goals/develop coaching plan
- **Transform** - facilitate client insight and learning; partner with client to convert learning into action

Cassandra is known as the motivational Leader of the Human Capital Movement -- a movement dedicated to helping people grow, pursue their passions and feel a greater sense of purpose. She has a dynamic Human Resources background with over 20 years of experience working for major corporations such as Comcast, Siemens and Staples. She's supported and coached Retail, Telecommunications, Technology and E-Commerce leaders from C-suite to entry level. In addition to developing and implementing HR programs, her core specialties include employee engagement, executive coaching, leadership development, career management, diversity and inclusion, talent management, executive presence and personal branding.

Cassandra previously served as Senior Director of Employee Engagement for Comcast Business, headquartered in Philadelphia. In this role she was responsible for partnering with Business Leaders and HR to proactively respond to current climate challenges and cultivate positive employee relations and build engagement. Prior to Comcast, she held various HR Leadership roles supporting senior level executives both in Corporate and Field retail environments at GSI Commerce, Siemens Corporation and Staples. During her tenure at Staples she was responsible for over 2,000 field employees in New York and New Jersey. She was also instrumental in the creation and implementation of the "Partnership for Success" mentoring program for over 1,200 U.S. retail stores within Staples' footprint.

Cassandra's strength and passion for people is evident in her community involvement. She brings a strong history of serving NPO boards in top leadership roles. She has served as Co-Chair, Vice President or Secretary in the professional organizations of which she is a member. Cassandra currently serves on the Board of Directors of ICF Philadelphia (ICFP), starting as Board Secretary and appointed to the role of Vice-President a few months into her term. While serving in this dual capacity, Cassandra demonstrated amazing energy and leadership as she successfully co-chaired ICFP's Coaches Corner initiative at the 2019 Pennsylvania Conference for Women. Her passion for wanting to create engaging and dynamic programming for the coach community was a leading factor in her decision to volunteer as Co-Chair for ICFP's Education Committee.

Cassandra also serves as Board Secretary for the National Association for Multi-Ethnicity in Communications (NAMIC) Philadelphia Chapter. In 2019, she was honored by Funtimes Magazine for her work with NAMIC Philadelphia's leadership programs for working professionals in the community. She also volunteers for Temple University and Girls Inc. of Greater Philadelphia and Southern New Jersey.