

Executive Coaching, Leadership Development & Career Management



Cassandra Moore PCC, 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 Professional 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 provide 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. Her core specialties include employee engagement, executive coaching, leadership development, career management, diversity equity & inclusion, talent management, executive presence and personal branding.

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. Cassandra currently serves on the Board of Directors of ICF Philadelphia (ICFP) as President. She started as Board Secretary and was 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 at the Pennsylvania Conference for Women. She also co-chaired ICFP's Education Committee where she was responsible for delivering dynamic programming for the chapter's coach community. 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.

Industry Experience: Accounting/Finance, E-Commerce, Media & Entertainment, Non-Profit, Retail, Telecommunications, Technology.

Client Company List: American Express, Comcast, Munich Re U.S., NAMIC National, NAMIC Philadelphia, TD Bank, Temple University, The Entrepreneur Option, Urban Affairs Coalition.

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