



David Lassiter

Founder and president - Leadership Advantage, LLC

For close to 25 years I have focused my career on developing leadership that is results focused, values driven and strives to create the conditions for sustainable organizational success. I have extensive experience coaching executives, and their teams, to increased personal performance and organizational results, as well as improved work/life balance. In the mid '80's I was one of the pioneers of, and have become a recognized expert in the use of 360° assessment. My work also includes executive coaching, OD consulting, team development, executive retreats, and culture change. Examples of programs I have developed and services I provide include:

- The Five Pillars of Leadership
- Executive Assessment and Selection
- Strategic Leadership Alignment
- Strategic Team Alignment
- Strategic Culture Alignment
- Transition Coaching
- Succession Planning
- Talent Management

Prior to establishing my own consulting firm in 1991, I was Thought Leader/Human Change for NewThink, a comprehensive technology, process and human change management firm. I managed the executive and leadership development efforts for Freddie Mac, and was regional director of management training for Marriott Corporation. Earlier, I was chief of pre-departure training for the Peace Corps and also served as director of the Pearl S. Buck Foundation in Korea.

Education:

M.S., Applied Behavioral Science - Johns Hopkins University

M.A., Asian Studies - Harvard University

B.A., International Relations - University of Maryland

Professional Affiliations:

American Society for Training & Development

OD Network

ASTD/CBODN - Professional Coaching Group - Leader

Certifications:

Certified Executive Coach - Lee, Hecht, Harrison

Management Research Group - LEA 360

MBTI Qualified

Human Synergistics -

- Leadership & Team WorkStyles

- Leadership & Team Skills

- Organizational Culture Inventory

- Organizational Effectiveness Inventory

Knowledge Team Effectiveness Profile

Harrison Assessments

Testimonials:

SVP Human Resources , Top Ten National Health System

"David Lassiter has had a profound impact as an Executive Coach for many of our organization's senior leaders. His special talent is his ability to coach people to *genuinely choose* behavior change AND help them internalize that change, thus promoting further growth. His skillfulness and business acumen differentiate him from all others!"

CEO, Electronics Manufacturing

"The Leadership Advantage approach has welded our executives and managers into a group that conquers the impossible on a daily basis. David Lassiter's skill, his precise knowledge of exceptional leadership practices, and his style and competency have converged to help forge the high level of performance, and the release of human spirit, within our executive team. I attribute a great deal of our success as a company to the efforts of Leadership Advantage."

COO, Top Ten Largest Regional Employers

"David has helped me change my thought process in terms of how I see and act in the organization - he has helped me develop a whole new way of thinking. I have left behind negativity and criticism of others and become more accountable for myself and my results. His coaching has brought me joy in my work and in working with my horizontal team. His coaching has helped me manage my time in order to

be more thoughtful about what I want and what I'm doing and to plan better. This is very precious to me."

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