



Lori Pannell, Executive Coach

Lori Pannell is an ACC certified executive coach who has a passion for helping leaders improve their results, relationships, personal effectiveness and enjoyment of what they do.

Known for quickly establishing trust with clients, Lori collaboratively assesses where they are and where they want to be. Through supportive listening, open and honest feedback, posing challenging questions and identifying possibilities, she guides clients to apply new approaches to produce differential results. She is encouraging yet holds clients accountable as they behave in new ways. Lori transformed her own behaviors and results through the use of a coach. She knows first-hand how the partnership of an effective coach and a committed client produces significant change.

Lori held Human Resource Director positions in several operating businesses and an international technology organization while at BP. In her coaching, she draws on her experience as an HR leader and a trusted advisor to executives tackling business challenges including downsizing, strategic restructuring, growth and culture change. These executives describe Lori as “a great listener”, “delivers a continuous flow of honest perspective and valuable ideas”, “direct and open style, willing to have the real conversation”, “solidly supported by broad understanding of business principles and deep coaching expertise”, and “without a doubt my most trusted advisor”. Lori’s coaching clients have included:

- new roles for accelerated success
- development for promotion or greater contribution
- new team leaders honing leadership style and skills
- seasoned leaders responding to 360 feedback and increasing team leader effectiveness
- leaders addressing potentially derailing behaviors
- developing effective interview or presentation skills
- executives facing organizational challenges such as restructuring or strategic change

Lori has a Bachelor in Business Administration in both Human Resources Management and Marketing from the University of Wisconsin. She is a Certified Professional Coach, has been awarded an Associate Professional Coach credential by the International Coach Federation and has applied for the Professional Certified Coach credential. She is a Master Practitioner of the Energy Leadership Index and is certified in Harrison Assessments, Booth 360 and MBTI.



Executive Coach

Known for quickly establishing trust with clients, Lori collaboratively assesses where they are and where they want to be.

- Leadership effectiveness
- High potential development
- Transitions & change management