



Facilitating individual & organization  
self-awareness, growth & transition



## **Trudi Lacey**

### **Executive and Personal Coach, Seminar Leader**

*Trudi Lacey, MS, CPCC, ACC, CPT* is a certified executive coach specializing in helping executives, teams, organizations and athletes awaken to their greatness by crystallizing their vision, playing to their strengths and going ‘beyond winning’ while developing their **authentic leadership style**.

Lacey is president and CEO of Lacey & Co., LLC, a comprehensive executive coaching firm that specializes in strategic initiatives, performance coaching, personal development and organizational leadership training.

She focuses on highly motivated people who want to lead their life, team or organization with meaning and purpose. She now coaches executives on creating a winning formula for life through her model **The Architect of Life™**, developing a game plan to become a consistent high performer by playing **The Ultimate Game™**, getting back in the game and winning through her **Conquest Program™**, or taking a quantum leap in your personal and professional life by innovating a competitive edge with **28Leap™**.

Lacey is a respected speaker at conferences and events. She is sought after for human development seminars and personal leadership coaching. Her company has been featured in *Charlotte Woman*, *The Charlotte Observer*, *Skirt! magazine*, *Pros Communication*, *Today's Charlotte Woman*, *the Link 107.9FM*, *WPEG FM98*, *WBT 1110 AM* and *Charlotte Fox News Rising*. Her articles have been published by *Charlotte Business Journal* and *Pride Magazine*. She has also written and published a book entitled “*Coach Yourself to Greatness.*”

Lacey has coached executives in healthcare, professional services, sales teams, information technology, financial services, higher education, project managers as well as small business CEO's. Her partial client list includes ESPN, NASCAR, Wachovia, State Farm, Hospice HealthCare, Carolina Healthcare Systems, Allen Tate Realtors, TPM Technology, Metso Power, Girls Scouts, Nike, WNBA, WBCA, Wake Forest University, Rice University, NC State University, Georgia Tech, Syracuse University, Queens University of Charlotte, Winthrop University, YogaOne, YogaFlex and the YMCA's of Charlotte.

Lacey is also the managing director for L&J Associate's Progressive Talent Group, a nationally known executive search firm supplying senior executives to Fortune 500 companies.

In addition to serving as president and CEO of Lacey & Company, Lacey is the head women's basketball coach at Queens University of Charlotte. Formerly, Lacey served as head coach and general manager of the WNBA Charlotte Sting. Her basketball coaching career spans more than 19 years and features work with some of the top sports programs and athletes in the world. In addition to her numerous years working in the WNBA as a coach, Lacey was a key contributor to USA Basketball working with the gold medal men's and women's basketball teams at the 2000 summer Olympic Games in Sydney, Australia.

An active member of the Charlotte Community, Lacey serves on the board of directors for A Child's Place, the National Kidney Foundation, the Johnston YMCA and Mothering across Continents, which addresses the HIV/AIDS pandemic in South Africa.

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