

CONNIE RAWSON

Executive Coach, Speaker & Former Salesforce Executive

Topic Tags: Leadership Through Change | Candid Communication | Leadership Identity | AI & Human Performance



MINI BIO

Connie Rawson is an executive coach and speaker who helps leaders navigate complexity, communicate with clarity, and lead with confidence under pressure. Drawing on 24 years in the tech industry, including 16 years at Salesforce leading through hyper-growth and 20+ global acquisitions, she brings a battle-tested perspective to any leader facing uncertainty, transition, or high-stakes decisions.

SIGNATURE TOPICS

1. Lead Through Major Change When Stakes Are High

Takeaway: A compact, repeatable framework to guide teams through big transitions with less disruption; three immediate actions listeners can use in the next 7–14 days, including how to communicate when you don't have the answers.

Titles: *"How to Lead Major Change Without Paralyzing Your Team"* / *"Fix the Chaos of Change with These 3 Simple Moves."*

2. Candid Kindness: Direct Feedback That Builds Trust

Takeaway: A short script framework for honest, actionable conversations that preserve dignity and future effectiveness.

Titles: *"Say It Clearly, Keep the Relationship"* / *"How Honest Feedback Becomes the Kindest Move."*

3. Build a Leadership Brand That Actually Helps You Lead

Takeaway: Understand what a leadership brand is, the clear steps to define and own it, and the simple ways it supports career growth and helps you build high-performing teams.

Titles: *"Your Leadership Brand: Not a Buzzword, a Working Tool"* / *"From Quiet Authority to Visible Influence: Making Your Leadership Useful."*

4. Break Silos Before They Break Your Business

Takeaway: Practical steps to make cross-functional collaboration habitual: inspire a unified vision, work towards a common goal, and double down on communication to drive innovation across teams.

Titles: *"Small Practices That Kill Corporate Silos Fast"* / *"How to Turn Cross-Functional Friction into Customer Advantage."*

5. Lead AI Adoption Through Humility, Not Panic

Takeaway: Leaders learn how to balance the pressure to deliver ROI with the empathy required to guide a fearful workforce through radical reinvestment and role evolution.

Titles: *"Treat AI Like Your Best New Hire — Here's How"* / *"The Humility Framework: How to Drive AI Adoption Without the Fear Factor"*

SUGGESTED INTERVIEW QUESTIONS

- What do leaders and organizations consistently get wrong when it comes to leading major change?
- You suggest that leaders should embrace "calculated failure" during major organizational changes — how do you admit uncertainty without losing the trust of your team?
- Why is withholding a difficult truth actually an act of unkindness toward an employee's career?
- Could you walk us through your script framework for delivering honest feedback while preserving the person's dignity?
- How does a visible leadership brand serve as a practical tool for driving team outcomes rather than just a vanity project?
- If restructuring the org chart isn't the primary fix for silos, what cultural shifts actually move the needle on collaboration?
- Why is humility, rather than technical expertise, the most important trait for a leader navigating the AI transition?

LISTENER CALL TO ACTION

"If today's conversation resonated, visit connierawsoncoaching.com. You'll find resource guides tied to everything we discussed. And if you're ready to go further, you can start a conversation with Connie directly from the site."

CONTACT & BOOKING

- **Primary Contact:** Connie Rawson
- **Email:** connie@connierawsoncoaching.com
- **Calendar Booking:** <https://calendly.com/connie-ows>
- **Website:** <https://connierawsoncoaching.com/>
- **Credentials:** Associate Certified Coach (ACC), International Coaching Federation | Master's Certification in Evidence-Based Coaching (Fielding Graduate University)
- **Technical Setup:** Dedicated home office, professional microphone, webcam, and strong WiFi connection (Zoom, Google Meet, Microsoft Teams). Hosts can expect clean audio, a quiet environment, and a guest who shows up prepared and on time.