



EXECUTIVE PROFILE

Dr. Shahrzad Nooravi works with CEOs and executive teams of mid-sized organizations navigating growth and rising complexity. She translates strategy into consistent execution by strengthening leadership alignment, decision quality and culture under pressure.

Organizations engage her when growth strains the system, when decisions slow, accountability blurs and leaders spend more time managing friction than building the future. Her grounded systems-driven approach equips leaders to operate with clarity, confidence and sustained performance as the business evolves.

EDUCATION

- PsyD in Organization Development: AIU
- Master Certified Coach: ICF
- Private Company Board Governance Certificate: PDA

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DR. SHAHRZAD NOORAVI

ORGANIZATIONAL PSYCHOLOGIST, EXECUTIVE ADVISOR,
AUTHOR OF "A POWERFUL CULTURE STARTS WITH YOU"

LEADERSHIP OUTCOMES

- Decisions that reduce delay and rework
- Leadership alignment that accelerates execution
- Consistent follow-through across the organization
- Reduced friction, escalation and rework
- Retention of key leaders and institutional knowledge
- Leadership capacity freed for growth and innovation

SYSTEM LEVEL VALUE OVER TIME

- Cultures where people want to stay, contribute and grow
- Higher commitment and accountability across teams
- Leadership standards that shape behavior consistently
- Increased capacity for innovation and adaptability
- A stronger leadership and employer brand in the market
- Organizations that perform without constant intervention

HOW THE WORK IS DONE

The work is delivered through a combination of advisory, coaching and facilitated engagements designed to meet leaders where they are.

Primary methods include:

- Executive coaching
- Executive team coaching and facilitation
- Leadership off-sites and retreats
- Culture and leadership assessment
- Targeted workshops tied to business challenges

Engagements are tailored to the organization's stage, strategy and leadership context rather than following a fixed program.

HOW CHANGE IS SUSTAINED

Organizations thrive when leadership behaviors and expectations remain consistent as they grow:

- Systems: Clear structures, decision rules and leadership standards that preserve culture and direction across functions and locations
- Teams: Shared ownership, open dialogue and productive challenge that drive energy, accountability and follow-through
- Individuals: Leaders who create clarity, build trust, and bring out the best in others

INDUSTRY CONTEXT

While the work focuses on leadership systems, teams and individuals and is effective across sectors, my experience includes organizations in the following environments: Manufacturing | Construction & Real Estate Energy & Utilities | Professional Services and Advisory | Entertainment & Creative Enterprises | Founder-led and family-owned companies