



MEET OUR EXPERTS

Shannon Rios Paulsen, MS PCC LMFT

Shannon Rios Paulsen is a Senior Executive Coach with Blanchard® and an Industrial/Organizational Psychologist in private practice. She has spent 20 years and 5,000 hours as an executive coach, partnering with leaders at every level across many industries. Shannon has coached C-suite leaders in food, retail, insurance, consumer products, medical/biotech, technology, banking, automotive, healthcare, and several other fields. She is an executive board member of a grocery/food retail/production organization and served on the board of the Colorado ICF.

Shannon's 10X ROI commitment is that clients realize a gain of 10 hours in time, money, and/or energy for every hour spent with her. She quickly builds trust and has a unique ability to elicit and intuitively discern truth to ensure that her leaders arrive at innovative solutions. She partners with clients on the balance/integration of work, family, and life, which allows them to live their best lives. Shannon unequivocally has her clients' best interests at heart. In 2003, her passion for coaching leaders inspired her to form her own organization: 10X ROI Executive Coaching.

She has held positions of executive coach (20 years), board member, strategy team member, HR manager, senior organizational development/change consultant, president, and training manager. In 1998, she initiated a large-scale cultural change process to bring coaching into Cargill, a global agribusiness with 160,000 employees. She was certified as a coach and trained leaders to be coaches, created and implemented a strategic 360-degree feedback process, and was a member of various strategy teams for the organization. Shannon also created her own personalized interview-based 360-feedback process. She loves using assessments/data (certified in MBTI®, DiSC®, EQi2.0®, ECR, TruScore 360) to quickly optimize client success. She is a certified yoga teacher and has completed extensive training in meditation and somatic coaching.

Shannon enjoys spending time with her two children, has a passion for travel, and loves exploring the world.

Industries:

- Agriculture
- Automotive & Transport
- Computer Services
- Food
- Healthcare
- Insurance
- Manufacturing (Other/Parts/Non-Fin. Goods)
- Oil & Gas
- Pharmaceuticals Manufacturing
- Retail

“Executive coaching with Shannon was brilliant. I would never start another organization without having this. Executive coaching is crucial.”

—EVP, Retail

“Shannon partnered with our Executive Management team on 360 feedback/coaching. Her insight is invaluable. I highly recommend her.”

—VP Human Resources,
Food Industry

“Shannon is a phenomenal coach who builds trust through transparency, empathy, and care. She accelerates executive leadership, personal growth, and performance.”

—Director, Organizational Effectiveness & Diversity, Equity and Belonging Board Chair, Health Insurance Organization