



ASHIRA D. JONES

MBA, CPCC, PCC



COACHING BIO

I help leaders simplify, amplify, and focus their energy for maximum impact. Whether you're a C-suite leader, a rising manager, or someone navigating a career shift, I create a space where you can gain clarity, move past roadblocks, and confidently take action.

Clients tell me I have a rare ability to build trust quickly, which allows for deep, transformational coaching from the start. My coaching approach blends intuition, strategy, and training, weaving together playfulness, calm, and directness. Trained through the Co-Active Training Institute, I meet my clients where they are—challenging them with curiosity and guiding them toward bold, aligned decisions.

I'm especially skilled coaching on:

- Navigating toxic workplaces and setting healthy boundaries
- Shattering imposter syndrome and stepping into confidence
- Doing less, achieving more—with fulfillment and impact
- Helping introverted leaders grow their influence
- Delivering tough feedback with clarity and conviction
- Defining what success truly means in your career
- Managing up for stronger boss relationships
- Communicating effectively with difficult personalities
- Understanding your role in the bigger system—company, community, or team

Having navigated multiple career shifts and entrepreneurial ventures, I understand what it means to build a life and career on your own terms. Originally from Nebraska, I've lived in the Florida Panhandle and now call the D.C. region home.

As a Black, introverted, cishet woman who has experienced anxiety, I bring deep empathy and lived experience to my coaching. I support my clients in embracing their humanity, reclaiming their power, and making decisions that align with who they truly are.

I consider it a privilege to do this work. My clients often tackle challenges they've never voiced before, and I show up with the same courage and commitment I ask of them. I believe that with the right perspective and support, anything is possible.

Let's create something powerful together.

EDUCATION & CREDENTIALS

- MBA, Univ. Nebraska Omaha
- B.S., Management Information Systems, Univ. Nebraska Omaha
- Professional Certified Coach (ICF)
- Certified Professional Co-Active® Coach
- Certified Executive & Leadership Development Coach – The Academies, Inc.
- Certified BetterUp Conscious Business Coach

ASSESSMENTS

- Leadership Circle Profile
- OKA EQ-i2.0
- OKA EQ-360
- Korn Ferry Voices 360
- Myers Briggs Type Indicator
- Certified StandOut Debrief Coach, The Marcus Buckingham Company
- Hogan Assessments (Pending)

KEY LEADERSHIP ROLES

- CEO, Perfect Ten Coaching
- Director of Coaching, Coaching for Everyone
- Coach Practice Lead, Management Concepts
- Senior Organizational Development Consultant, Navy Federal Credit Union

INDUSTRY COACHING EXPERIENCE

- Media & Advertising
- Financial Services
- Technology
- Higher Education
- Non-Profit
- Food & Beverage
- Federal Government (STAA, HHS, SSA, USAF)

LET'S CONNECT

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