



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

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

KEY LEADERSHIP ROLES

- Owner, 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

- Advertising
- Financial Services
- Technology
- Higher Education
- Non-Profit
- Food & Beverage
- Federal Government

LET'S CONNECT

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ASHIRA D. JONES

MBA, CPCC, PCC

COACHING BIO

Ashira is a leadership coach and facilitator who works with leaders crushing it on paper but quietly questioning themselves as the stakes rise.

Her clients are thoughtful, capable, often underestimated leaders navigating bigger rooms, higher visibility, and moments where their voice, presence, and decisions suddenly carry real consequence.

She is especially drawn to leaders who lead with depth rather than dominance, care deeply about integrity and impact, and are tired of contorting themselves to advance. Many are introverted or deeply reflective, values-driven, and ambitious, yet notice that as responsibility grows, speaking up, navigating power dynamics, and holding authority feels harder than it used to.

Ashira works with leaders when high-visibility moments start to feel harder than they should. Board meetings, senior conversations, and difficult feedback can trigger self-doubt or hesitation, even for capable leaders. She helps leaders stay steady, trust their voice, and lead with grounded authority.

With over twenty years of experience across tech, ed tech, financial services, higher education, nonprofit, corporate, and public-sector environments, Ashira brings a deeply practical, leadership-informed approach to her coaching. She has launched coaching programs, partnered with senior leaders on organizational development and engagement initiatives, and supported leaders through major transitions.

Her style is often described as calming, thoughtful, and direct. Ashira builds trust quickly and asks questions that cut through noise without judgment, helping clients gain clarity, make confident decisions, and move forward with intention.

Ashira frequently coaches leaders on:

- Speaking with authority in senior and high-visibility conversations
- Navigating power dynamics and managing up
- Delivering clear feedback and setting boundaries
- Articulating ideas, experience, and professional value under pressure
- Delegating confidently and stepping fully into leadership roles

When she's not coaching, Ashira can be found road cycling around the D.C. region, exploring hiking trails, practicing chaturanga, or tending to creative and reflective practices that keep her grounded.