



# BRIAN HOUP, PCC

EXECUTIVE COACH

**Named #1 Coach  
In Louisville, KY**  
Influence Digest, May 2021

## PRIMARY AREAS OF EXPERTISE

Leadership Development  
360° Stakeholder Interviews  
Behavior & Habit Change  
Addressing Imposter Syndrome  
Overwhelm Avoidance  
Leading through Change  
Prioritizing "Life" Beyond Work

## CERTIFICATIONS & CREDENTIALS

Center for Executive Coaching  
PCC Credentialed by ICF  
The Leadership Circle Certified  
The Leadership System Certified  
ACE Certified Executive Coach  
Hogan HPI, HDS, MVPI Certified

## CONTACT

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 **Brian's Articles on Forbes**

## The Work

Brian coaches experienced leaders to thrive at the executive level in the biggest position of their life. With responsibilities expanding, Brian helps leaders see which aspects of their approach to embrace, which to abandon and where to prioritize development efforts.

As leaders gain a deeper appreciation for the consequences of their actions, they embrace new behaviors that improve results, reduce stress, increase personal confidence and provide a better quality of life at work and at home.

## Coaching Approach

Brian's coaching values are clarity, simplicity and progress. In a world overrun with infinite complexity and constant change, he focuses on practical solutions that get results.

Patient, open and honest, Brian's style of coaching leaves nothing unsaid. He knows the pitfalls of "success at all costs." He believes strongly that all leaders should strive for strong results, continued personal growth and high quality of life for both themselves and those they care about most.

## Background

Before coaching, Brian led several teams through multiple mergers and acquisitions in the fast-paced television advertising industry. Despite the constant change, Brian's teams thrived. Most were recognized in the top 5% of their peers across the globe.

Like many of his clients today, Brian was labeled an "obsessive overachiever." So much so that he was embarrassingly voted the "Office Workaholic" at a very challenging time in his personal life following his wife's second battle with cancer and many other big family challenges. These experiences have played a major role in shaping Brian's unique combination of empathy and perspective that allow him to connect deeply with his clients today.

*"Brian asks the hard questions. He's not afraid to make me a little uncomfortable but in a very helpful way. He's got the gift of gently pushing with just the right level of challenge." –TB, CEO*

**REZONE**  
COACHING