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# Bobbie Sue Wolk

## Rosewood Coaching

BY PEG STOMIEROWSKI

**B**usiness executive, know thyself. But, wait! If you don't, there's help. Bobbie Sue Wolk of Rosewood Coaching LLC, found online at [www.rosewoodcoaching.com](http://www.rosewoodcoaching.com), is a personal and professional coach.

Wolk, who's passionate about what she does, draws on some established workplace research in her coaching.

Factors identified in why executives derail, for instance, may trace to what author Daniel Goleman calls emotional competence – how change is handled, not being able to work well in a team, and having poor interpersonal relations. Some research also associates accurate self-assessment and empathy with superior leadership performance.

**ABM: How's the view from the top at Rosewood?**

**Wolk:** It's a beautifully wide view now that our world is not so flat or hierarchical; while I live in Juneau, my client base is spread throughout Alaska, the Lower 48, New Zealand, Australia, the South Pacific and Japan.

**ABM: What makes a person coachable (or not)?**

**Wolk:** Anyone who wants change and is willing to spend time each week reflecting and participating is coachable. I enjoy working with motivated people. Coaching is about working toward a specific goal. My clients determine their goals, passions and desires, and we work together. The results can be extraordinary. I love that coaching works with mental wellness – how to thrive, as opposed to only working with what is wrong.

**ABM: How is business coaching affected by hard times?**

**Wolk:** With people becoming more discriminating in spending, it's a good

time to focus on core strengths and values, to build competitive advantage toward ensuring a profitable future. A recent global survey by the International Coach Federation (ICF) found both individuals and companies are extremely satisfied with coaching, 82.7 percent to 96.2 percent, respectively.

**ABM: You moved from accounting into industrial/organizational psychology. How did that feel, and what was the quality of the coaching in your online graduate education?**

**Wolk:** I received my four-year undergraduate business degree, with a major in accounting, from the University of Alaska, and my master's in science in I-O Psychology from Capella University. My online graduate education focused on the psychology of business, and I'm very impressed with the online teaching environment. I received my post-graduate training at the College of Executive Coaching. This led to certification with the ICF, the premiere institution providing standards and ethics for coaching worldwide. Now I'm the first ICF-certified coach in Alaska. How does that feel? Wonderful!

**ABM: What keeps people from working smart?**

**Wolk:** More is not always better. Working smart often means taking a step back to reflect on what you're doing. What's working and what isn't? Goleman brought the concept of "Emotional Intelligence" to the workplace ... understanding of self moves to understanding others and managing relationships. I use assessments to help clients know their own preferences, styles and work patterns. This may seem obvious, but in fact, many of us have never stopped to evaluate how we choose to live and work and how that impacts those around us.



Bobbie Sue Wolk,  
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Photo by Toby Harbanuk/Alaskamagery.com

**ABM: Are people from various walks selling coaching?**

**Wolk:** It's true anyone can call him/herself a coach; that's why certification becomes critical. The ICF has developed a certification protocol and organizations are beginning to require this type of pre-hiring credential; however, many qualified coaches may not have this particular credential. Clients are smart to seek references.

**ABM: What can you offer veterans?**

**Wolk:** Personal coaching avoids the stigma of counseling and the bureaucracy of many traditional programs, since it may be done via phone or computer. This makes it more affordable and accessible for veterans trying to reintegrate, including those in remote Alaska communities. Think of it as providing a professional advocate for each veteran. We (a team of coaches) are working with the Veterans Administration, veterans in Alaska and the Lower 48, and local and national politicians to implement this program. □