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Our Approach and Services

Our mission is to help leaders, businesses, and the people who work for them THRIVE. We partner with business leaders to develop purpose-driven work cultures that engage people, encourage innovation, and get the absolute best bottom-line results.

Imagen Consulting provides businesses with quick and effective solutions for the unique challenges they face. Through leadership/executive coaching, team-building, innovative visioning, and direct-to-impact strategies, we help our clients turn visions into realities, obstacles into innovations, and chaos into clear and thriving organizational systems.

Shannon D. Barnes, President and Senior Advisor

Before starting Imagen Consulting, Shannon was a senior executive for a multi-national manufacturer, a lead in a successful financial services company, and spent more than a decade as a senior strategist, communications director, and pastoral leader for two growing churches - overseeing staff and more than 250 volunteers.



With that diverse experience, Shannon knows what it takes to help all-sizes and types of organizations excel. He is a whole-brained visionary, a problem solver, an idea facilitator and a creative strategist, and has consistently demonstrated the ability to organize complex relationships and work environments into highly productive, efficient, and purpose-driven teams.

Professional Recommendations

Shannon's ability to facilitate discussions is among the best I have seen. His control of thought flow and navigation of dialog among team members is outstanding. He has often been able to refine our thinking, focus our targets and help us achieve our goals. He sees areas of need before others, defines that need in the broader context of mission and offers concrete suggestions for progress.

Mark W. Kiker, Chief Information Officer, HMC Architects

Shannon has a collaborative way about him that is both inviting and invigorating. He sets high standards that inspire others. It has been a blessing to have worked with him.

Michael Cheng, Management Consultant

He knows how to move a complex project forward, navigating through a complex decision-making process while maintaining a clear vision of what the end result needs to be. He has demonstrated remarkable insight and understanding of the strengths (and weaknesses) of those he is working with and has been an effective force for consensus building.

John R. Dale, Principal/Director, Harley Ellis Devereaux Architects

Working with Shannon you can't help but feel and see his enthusiasm and servant leadership. Everything he worked on was well executed and exceeded expectations. Shannon has a keen balance of talent in people development, project management, marketing, communications and creative/strategic planning.

Linda Pettit, Chief Executive Officer of California Center Credit Union

Shannon played a central role in developing, communicating, and creating an action plan for our organization's vision. He consistently demonstrated the ability to think creatively and work constructively as a team member. Shannon presented information clearly, creatively, and in depth, offering positive critiques, helpful evaluations, and useful suggestions to bring consensus on direction as well as action.

Dave Dussault, Professional Educator

He is one of the most successful communicators I have had the opportunity to work with. His skills created an environment where people around him excelled individually and corporately.

Dr. Rich Odegaard, Director of Business Development, Hilbers Incorporated

In my overall work experience I have seldom encountered an individual with the abilities that Shannon possesses. I only hope that in my future endeavors to be able to perform with the work ethic and organizational skills that he demonstrated while we worked together.

Scott Field, Sales and Service Manager, American Bath Factory

It was in the areas of organizational mechanics and strategic vision that Shannon brought the greatest value to our organization. During his years here our annual budget tripled as we experienced steady growth. That meant that our staff and vision had to pass through several important stages, each demanding new structures and systems to keep our vision strong and our mission on target. Shannon was extremely important at these crucial moments.

Dr. David W. Hegg, Lead Pastor, Grace Baptist Church

He displayed the ability to analyze a problem, envision a solution, and enlist the appropriate resources to affect a resolution. Shannon will bring energy, intelligence, and a talent for motivating people to any assignment he undertakes. I commend him to you without reservation.

Dr. Jared Stallones, Chair for the Department of Education, California State Polytechnic University

His leadership role was invaluable, and the high level of excellence in any task that he worked on was clearly evident. It was not only a joy working with Shannon, it was a blessing.

Dale Worthington, President/Owner, Worthington Construction

He has an excellent ability to see what needs to be done before anyone thinks there is a problem. In addition to that he sees the possibility for advancement when others are thinking maintenance. As he casts vision, he is never far behind in thinking through the necessary strategies for implementation, and a willingness to roll up his sleeves and do the hard work of executing the plan.

Mark Spansel, Lead Pastor, Leroy Community Church

All that know Shannon can expect a high work ethic, positive attitude and commitment to those that work with him. I many times wondered how Shannon could juggle so many projects yet stay so focused and pleasant.

Glenda Groner, Corporate Director of Managed Care, Promise Healthcare, Inc.

After knowing Shannon for the last six years and working with him on a few projects I can't provide a more enthusiastic recommendation. I have changed my approach to model what I have learned from Shannon – and that is to accept nothing less than the best at all times.

Darin Bower, General Manager of Operations, The Standard Register Company