

Featured Coach: Vickie Mudra

Rise Up

Reflective of her company's logo, her theme song (Andra Day "[Rise Up](#)"), the tattoo on her shoulder, and the metropolitan area she calls home, **Vickie Mudra** embodies and encourages her clients to rise – just as the mythical phoenix does.

As a transformational leadership coach, educator, experienced consultant, published author, researcher, talented speaker, community-builder, and true and trusted leader, Vickie seeks to spark passion, inspire joy, and reignite energy and engagement to achieve excellence in what matters most.



I won't just survive ...

Vickie was born in the Midwest and grew up in the Chicago suburbs. With a B.A. in Healthcare Management and a Master's in Public Health, Vickie leverages over 25 years of experience in health and safety preparedness as well as deep talents in professional and team development in both the public and private sectors.

Within a span of less than a year, Vickie and her family experienced a number of significant milestones, including her husband's ALS diagnosis and the marriages and moves of both her children. With a desire to be closer to their children and in a warmer climate for her husband's health, Vickie and her husband, Mike, moved to Arizona.

When the fire's at my feet again ...

Given these changes, combined with her ongoing sense of restlessness at work, Vickie experienced the value of professional coaching and attended a few coaching retreats. Through coaching, she was able to tap into the words of her mother, "You have a choice." She chose to lead with courage. She chose to detach from the politics and ego-based activities. She showed up in her values of love, connection, and harmony. She leaned into what she saw as her responsibility as a leader and immersed herself in exploring what might be next for her.

I will transform ...

During her 15+ years in healthcare education and workforce development, Vickie began to notice the future heroes of healthcare were not aware of the self-care required, nor the care for colleagues and power of connection to sustain their calling and prevent errors. In identifying these as pervasive issues within a broken system, Vickie felt a need to "love on" and hold space for the people who generously give and graciously care for others. She wants to help frontline superheroes acknowledge and protect themselves from their personal "kryptonite."

She realized these issues likely applied to other mission-driven non-profits and service-based professions (e.g., ministry, education, protective and public services, and human service agencies). With the goal of bringing joy into the workplace,

Vickie set out on her mission to help those who serve others to also take care of themselves. Using her [Deliberate CARE™](#) model, she invites individuals and organizations to live their purpose, on purpose.

Oh, you will see me thrive ...

The vision of her company, [The Institute for Deliberate Practice](#), is to reignite energy and engagement in professionals in service-based organizations so they can celebrate excellence in what matters most. Its mission is to integrate education and deliberate practice to positively transform the way people lead themselves and others.

Her coaching superpower is her ability to bring people together and inspire them to lean into their imagination around possibilities, as she wraps them in love and offers them safety to consider their choices. Vickie's "go to" coaching question is, "What if it could be different?" In asking this question, she seeks to wake people up, right where they are, to offer a pause, and, as her mother said, to help them realize they have a choice, encouraging them to consider courage and joy in their options.

I will still rise up ...

In 2019, Vickie and Mike celebrated their 35th anniversary and in January they commemorated four years since his diagnosis. Her story is featured in *The Lemonade Stand from Sour to Sweet: Inspiring Women's Stories of Strength and Success*, an anthology featuring 19 women's inspiring stories of courage, vulnerability, and perseverance.

In considering her coaching legacy, she would like people to think of her as loving courageously and inspiring joy. She proclaims, "Joy is our weapon!" She embodies and is a living example that through and with joy, we rise.

Quick Summary

Vickie is a transformational coach, educator, experienced consultant, published author, researcher, talented speaker, community-builder, serving those dedicated to the health and safety of others.

ICF Credential:	Associate Certified Coach (ACC)
Coach Program:	Institute for Professional Excellence in Coaching (iPEC)
"Go to" coaching question:	What if it could be different?
2020 intention:	Make money in her own business while making a difference for others.
Book:	The Lemonade Stand from Sour to Sweet: Inspiring Women's Stories of Strength and Success
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