

# Cathy Avila-Linn - based in San Jose, California, USA

**My why:** to sustain leaders who are dedicated to justice, equity, diversity and inclusion

**My tribe:** higher education and non-profit leaders, managers, new professionals; across California and the United States

**Archetype:** Explorer (self-discovery, exploration, liberation, guide)  
*A touch of: Sage (understanding, expertise, life-long learning)*  
*A touch of: Girl Next Door (down to earth, approachable, authentic)*

**Values:**

- participant/people-centered
- interconnectedness, fellowship, inclusion
- preserve and enhance the welfare of others
- learning, personal growth & potential

**What do I do:**

- coach, guide, facilitate, consult, educate, encourage, support professionals' development, build/strengthen community
- support others in discovering their own path, develop potential
- listen, reflect, question without judgement, encourage, share tools, sounding board
- help people feel understood, inspired, personally challenged, confident, present, hopeful
- through retreats, trainings, meetings, professional development
- support leaders in strengthening healthy working environments and developing collaborative teams

**Personality:** friendly, open, authentic, insightful, wise, gracious

## Adjectives used by myself and others to describe

**me/my work:** intentional, compassionate, open, authentic, genuine, warm, friendly, gracious, inclusive, relatable, intuitive, committed to others' wellbeing, experienced, confident, relational

**My strengths:** Belief, Connector, Arranger, Achiever, Maximizer

**My favorite things:** dogs, succulent gardening, hearts, biographies/autobiographies

**Images:** growth, succulents, trees

**Possible tag lines:** Never Stop Leaning OR Never Stop Growing

**Logos I like:** Starbucks, The Body Shop, Pureology, Carmel Valley Ranch

**Colors:** earthy, maybe add green (#bbbda0) or a lighter gray

