



The Impact of InnerWill's Coaching and Workshops



"My company, Brandefy, is moving from the Seed Stage to the Growth Stage and what is required and needed of me as CEO changes with this transition. InnerWill and Wendy help me map out and be aware of what these changes are and how to better grow as CEO into the role. In addition, we all come into these founder roles with strengths, weaknesses and certain tendencies that may or may not serve our team and companies - having Wendy as a Leadership Coach has helped me be aware of these tendencies and either amplify or change as needed to be a better leader and ultimately drive company performance."

Meg Pryde
Founder, Brandefy



"Working with an InnerWill executive coach was a game-changer for me! Barrhonda, my coach, helped me tackle leadership challenges by providing constructive feedback and mental exercises. I picked up helpful communication skills, fine-tuned my emotional intelligence, and got many strategic insights. I ended up extending with my coach for an additional six months after the first three month period."

Nick King
Co-founder & CEO, Vint



"I wanted to express gratitude to you all for setting up my business coaching sessions with Wendy at Inner Will. The sessions were tremendously helpful as this year was one of my most challenging yet. The sessions really helped me on many levels both personally and professionally as a founder"

Briana Williams
Founder, LipLoveLine



"The InnerWill Leadership Self-Awareness session was the highlight of my Startup Virginia experience, profoundly impacting both my personal and professional growth. Through a simplified personality assessment, I gained valuable insights into myself and my staff's communication preferences. This newfound understanding has allowed me to conduct feedback sessions with my team, fostering better communication and appreciation for each other's differences. Personally, the session prompted me to reach out to a dear friend, acknowledging and cherishing our longstanding friendship despite our personality differences. I believe this session would benefit individuals at all organizational levels. Thank you for the opportunity!"

Nicole Mason
Founder, Glean



"I find that something's always unlocked when you're encouraged to apply some new framework for understanding your personality and decision-making. This was a fun event, a great way to have substantive conversations with other founders, and a breath of fresh air from a typical workday."

Carly Buxton
Founder, ParentSwarm



"InnerWill helped me distill some of my nebulous values and ideas around operating a business into a clear structure that can be easily shared with others and modeled as I build my startup. The 3-series workshop gave me the opportunity to bounce ideas off of fellow founders and receive realtime feedback as I honed my company's overarching mission and values."

Adam Norman
Founder, ImagineMix



"I've taken a lot of personality assessments. The Insights Discovery assessment was by far the most actionable. On top of that, the InnerWill Leadership Workshop helped me process the outputs collaboratively with other founders and peers. For the first time, I now have a playbook for how to improve my weaknesses and amplify my strengths. If you're on the fence about taking this assessment or joining this workshop, hop off that fence and go for it. Hugely valuable. Plus, the test is super easy, unlike other personality tests I've taken. So it is easy and actionable. It's a win-win all around."

Hunter Guerin
Founder, Llamawood



"InnerWill's strategy sessions with Tom have been transformative for our Startup Virginia team. Tom's guidance helps us take a crucial pause to reflect, strategize, and prioritize our work for the coming year. With his ability to create a safe space, Tom facilitates powerful discussions that shine a light on our diverse styles, help us navigate team dynamics, and empower everyone to contribute to SVA's success."

Kip Hart
Startup Engagement Manager, Startup Virginia

