



Lin Kroeger, CMC
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As a member of BeamPines' Affiliate Team, Lin provides coaching, consulting, and custom training to executives, managers, and professionals. Lin helps clients focus on identifying strengths; deepening understanding of career, personal, and competency options; applying a process that grounds quality decision making; and aligning values, intention, and action.

Prior to joining BeamPines, Lin worked for Arthur Andersen, The Communication Link Co., Inc., Andersen Consulting, and PWD Consulting, Inc. While with Andersen Consulting, now Accenture, she was on the Change Navigation Leadership Team, helping projects develop dynamic communication strategies and plans and working with consultants globally to increase their change management competencies. With PWD Consulting, she developed the *Fast Forward to the Future* process for strengthening leaders while managing change and delivered workshops on change management -- *What Do I Do Monday Morning?*, Leadership, and Communication.

She has worked with clients on developing strategies to surface and address the "ugly squiggly things under rocks," conducted studies of talent retention and the effectiveness of performance management, supported organization transitions, and helped clarify leader and organization thinking on results and priorities, maximizing focus and minimizing distractions. Clients have included Fortune 100 companies in consumer products, pharmaceuticals, and financial services seeking coaching, consulting, facilitation, and custom training in leadership, communication strategy and plans, change management, team collaboration and team health, strategic reporting, and achieving clarity.

Lin is certified to administer the Myers Briggs Type Indicator (MBTI) and the Neethling Brain Instrument (NBI). A frequent speaker and published author, she helps audiences recognize the importance of clarity, ongoing learning, and asking the right questions. Articles include "Leading a Multigenerational Workforce," "Don't Rely on the Grapevine during Mergers and Acquisitions," "Meeting the Challenge of Change," and "Writing Fails Because the Writer Doesn't Know How to Think." Recent presentations include "3 Steps and 5 Why's" for NASA's Project Management Conference and "Generational Differences: What Are they Thinking?" for the Business and Industry Conference of the Maryland Association of CPAs.

Lin has been an adjunct instructor at the Cornell University Graduate School of Business, The College of St. Elizabeth (Convent Station, NJ), and Cornell University's Coop Extension Human Resources program (NYC). She holds a B.A. from The College of William and Mary, an M.A. from Villanova University, and an M.A. from Cornell University.

A former board member of both the Performing Arts Lodge of Stratford, Ontario and the New York Chapter of the Institute of Management Consultants, Lin lives in upstate New York with her husband,

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Alan Johnson, and their daughter, Janice. Spare time allows occasional indulgences in art, theatre, writing, sustainable nutrition, and creative gardening.

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