



Dick Eaton
Executive Leadership Coach
Client Testimonials

“I found our coaching sessions highly rewarding and challenging...a great catalyst to move forward on many fronts. Your extraordinary listening skills and keen observations motivated me to tackle my career development with curiosity and determination. I highly recommend your coaching for striking the right balance between goal setting, accountability, and personal transformation.”
Juan Carlos Zavala, Director

Dick has been invaluable as coach and mentor for several years.
Our CEO says: "we have one mouth and two ears for a reason. Listening is crucial to effective leadership." Dick listens so deeply sometimes — and then asks such insightful questions — sometimes I think he has 3 ears!

Director, Global Leadership and Organizational Development

“My coaching sessions with Dick came at a major crossroads in my career and proved very helpful. These sessions gave me new clarity on how my desires and strengths could come together to fuel a positive move forward. At every point in the process, Dick's skill and compassion made me feel I was in good hands.”
Andy Breeding, Co-Founder & Partner

“Dick has been the single most valuable business and personal support system that I have had over the years. You may notice above that I denoted 1993 as the year when I first hired Dick as a personal coach. Dick was running his own successful business at the time and had not yet officially begun to coach. Yet, his gifts in the area of personal coaching were highly evident and became critically important to my personal well-being and business health. There has NEVER been a time when I have met with, or spoken with Dick that I have not gained measurable value from his input.

So, what makes Dick so special and effective? I have consistently found Dick to have a heart and sensitivity towards me (and all humans) that makes him incapable of turning away from someone in need of self-analysis and growth. He listens so well, spontaneously develops questions that challenge and motivate, delivers the queries with professionalism and caring and helps to lead me to my own answers. I have also become keenly aware of Dick's talents in sharing analogies and calling upon his many rich experiences to assist me in developing my conclusions. I am also envious of Dick's innate sense of timing when it comes to being patient (allowing the process to unfold at the appropriate pace) and challenging me to move toward a decision for myself.

At The Life is good Company we say, and believe, that people should Do What They Like and Like What They Do. While I am sure that Dick has enjoyed his many years leading his business and employees, he has clearly found his true career with his focus on being a coach. If Dick has just half of the positive effect on others that he has had on me then those who choose his help will be far better off for the time spent with him.”

Roy Heffernan, COO



"In 1989 I founded a non-profit organization called Project Joy with the intention of bringing play and joy to young children struggling with poverty and homelessness in Boston. Twenty years later, Project Joy decided to partner with the Life is good Kids Foundation to become the Life is good Playmakers. All of a sudden, my little non-profit was about to be all grown up! I was overjoyed and - to be honest - a bit terrified.

Although "partnership" was the word we felt most comfortable using, what was actually happening was a merger. A merger that required clear vision and executive leadership to pull-off.

I never fancied myself a CEO. After all, I was "only" a social worker. Who was I to think that I could handle the complexity of bringing two nonprofit boards, an entire staff, thousands of childcare workers and a 100 million dollar company together!

I thought seriously about hiring a real CEO to take charge. Enter Dick Eaton. Dick helped me see that I was a "real" CEO (even if I preferred to be called the Chief Playmaker). He helped me to see that I was capable of navigating our team through this potentially stormy sea of change.

Dick respectfully and lovingly listened to my story. He heard who I thought I was and then carefully introduced me to a me I never really knew. I learned that I could be a firm, strong leader/decision-maker without compromising my soft heart and gentle spirit - traits that I had previously thought flew in the face of effective leadership.

Dick helped me find my authentic voice and develop the wisdom and confidence to lead with this voice. I believe that Dick Eaton helped to make me a better leader. I know that he helped to make me a better man."
Steve Gross, Social Entrepreneur

"Dick has been instrumental in helping me to define my goals and determine how best to apply myself to achieve them. He is a calm and steady influence, never pushy, but direct when necessary. I've found Dick to be quite insightful; he doesn't allow me to shy away from important or difficult issues. It's been a pleasure to have Dick's guidance, support and friendship throughout the coaching process."
Eli Glovinsky, Chief Legal Counsel

"In just our first session, you provided a great foundation from which to identify a target audience, narrow down my market niche, and build awareness and momentum for my start-up consulting firm. In addition, you provided an opportunity for me to reexamine my personal well-being. Talk about gifted!
Simona Brickers, Managing Partner

Working with Dick for coaching was a great and productive experience. His personal style and understanding of how to get the best from me was very much appreciated. I strongly recommend Dick.
Scott Chaudoin, Senior Director

Dick is a high integrity individual dedicated to teaming up with his clients to achieve desired results. He delivers excellence with a smile and a warm caring approach. I consider the nine months that I have been working with Dick a great benefit to my career and my personal life. His laser focus on me and my quest for success has made the working engagement quite enjoyable and productive. Collaborating with Dick to develop work



strategies and approaches to real issues is an area that I have found extremely helpful and where he exhibits great expertise. He has assisted me to navigate through some difficult issues and circumstances which I otherwise would have struggled with. His guidance and coaching has allowed me to be a better communicator to my peers and to others within our company. The coaching and growth from our time together will continue as well as my friendship with Dick. I have already recommended Dick to work with others within our organization because I'm confident his service will elevate the individuals and company and they too will find his executive coaching helpful.

Rich Cremin, Partner