



Aram Boyd

Founder / CEO / Coach

Aram helps his clients leverage their strengths to get better results.

Three decades of experience and a warm, authentic style enable him to get his clients out of their comfort zone, so they can challenge themselves, change their behavior and progress in their careers.

Clients appreciate Aram's ability to:

- Use personality style assessments to deepen their self-knowledge
- Develop clients' interpersonal influence and executive presence
- Help executives at any stage become better communicators and leaders
- Provide actionable, insightful, compassionate feedback

Areas of expertise:

- Leadership
- Team development
- Employee engagement
- Executive presence
- Emotional intelligence
- Conflict resolution
- Communication and interpersonal skills
- Performance coaching
- Giving and receiving feedback
- Public speaking and presentation skills

More about Aram

Aram has a B.A. in Instructional Design and Training from New College of California. He also holds the Certified Speaking Professional designation, the highest earned award from the National Speakers Association. He is skilled in the Myers Briggs Type Indicator (MBTI), the DiSC Personality Profile, the Personal Styles Indicator, the Thomas-Kilmann Conflict Mode Indicator, 360 Feedback tools, and is a certified instructor of the Crucial Conversations Conflict Resolution course. Aram is a native of the San Francisco Bay Area, where he lives with his wife and son. He enjoys biking, blogging, skiing and playing jazz and funk in several local bands.

client testimonials

He is extremely personable, so despite the challenging work we always had fun and I learned a terrific amount. He felt like a true partner. I cannot recommend Aram more highly to anyone looking to improve their executive presence and behavior. His style is personal but his experience and knowledge is formidable.

– Mike Haley, Vice President, Research at Autodesk

He was particularly strong at customizing his approach for what worked for me; in our first few conversations he identified where the 'common approach' wouldn't be as valuable and pivoted so we could focus on the specific areas that would enable me to personally grow and excel. He really brought a strategic lens to bear in my development. I would recommend and have recommended Aram to several others whom I respect greatly.

– Alex Cantwell, Vice President, Enterprise Planning, Juul Labs

Aram is an excellent coach. He not only helped me recognize my goals but worked with me to ensure I had a plan of action. Most importantly he provided me with tools to help me understand what was blocking me, and encouraging votes of confidence along the way. If you are looking for clarity and a partner to help you achieve your goals, I strongly recommend connecting with Aram.

– Tina Plummer, Director, Skills and Development, Microsoft

By integrating a style assessment as the foundation of our work, he brings a layer of data-driven objectivity to optimizing performance. His interest is consistently in bringing out the best in his client and that includes helping his client discover a path that is closest to his or her natural style.

– Alicia Grossman, Senior Director, Sales Operations & Customer Success, Juul Labs

I chose Aram as he has a wealth of both formal and real-world experience and because he has an interest in communication which I wanted to work on. The experience of working with Aram was phenomenal. He helped me see particular sides to my behavior as an executive that I never recognized. Some required a lot of work and effort on my part but Aram guided me and advised me continually through it.

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I worked with Aram for a year. In that time he was critical to my personal success as well as the success of those around me through a period of hypergrowth and change at our company. We focused mostly on navigating constant change & evolutions both for our organization and my role.

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Aram has been a tremendous support in coaching me to become more in tune with my natural style and how that can help me excel in the workplace. His coaching includes lots of humor, a recognition of the personal context beyond work and straight talk. He is more than generous in giving his time but also intention to ensure he is providing support that sustains and motivates progress.

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client list

