

About Kristin Evenson



As a Facilitator, Consultant & Coach, Kristin's life's passion and purpose is to help leaders connect to God, trusted others, and their own truest selves in context of:

- **Leadership challenges**—Helping leaders support, sustain and strengthen their soul in leadership;
- **Leadership transitions**—Helping them think creatively and courageously about what's next;
- **Strategic junctures**—Helping leaders and teams navigate by leveraging their unique brand of significance.

Kristin has a BA in Religion and Psychology from St. Olaf College in Northfield, Minnesota, and has long devoted herself to both business and ministry. Her career journey has included stints as a stockbroker, advertising executive, marketing/strategy director and consultant to companies, nonprofits and ministries in the areas of strategy, culture, communications and board governance.

Kristin spent 20 years with Fallon Worldwide, leading brand & communications strategy development for clients across a variety of industries—including Nordstrom, Holiday Inn Express and Children's Defense Fund. Her teams' work won multiple national effectiveness awards. She's since served as consultant & coach to CEOs, teams & boards—helping them navigate strategic junctures by leveraging their unique brand of significance, and her consulting work resulted in a "Best Practice in People/Workplace" by *Upsize Magazine*.

Kristin has also served in ministry leadership roles and has developed content and curriculum for a variety of faith-related initiatives—including a 6-session business leader cohort ("Greater Significance = Greater Success") and a Christ-centered women's giving circle initiative, both in partnership with the National Christian Foundation – Twin Cities.

With a deep desire to help strengthen and sustain the souls of leaders in fresh, practical ways, Kristin has credentials at the intersection of neuroscience, Christ-centered mindfulness and creative prayer practices, having completed:

- The NeuroLeadership Institute's Brain-Based Coaching Program
- Transforming Center's two-year "Strengthening the Soul of Your Leadership" program
- The Spiritual Direction training program through Sustainable Faith.

She keynotes and facilitates workshops on topics including:

- The Brain & Change, Courage & Calling: Helping our brain navigate (not circumvent!) the opportunities in change and transition.
- The Neuroscience of Creativity & Collaboration.
- The Neuroscience of Spiritual Practices: That we would discern & do the will of God.