



SOPHIA ASSOCIATES

Awakening Leadership Within



Mimi Azoubel Daniel, MS, PCC

Workplace Relations Coach, Third-Party Facilitator
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"People quit their bosses, not their jobs."

Mimi Azoubel Daniel brings over 18 years of business experience to her work with coaching clients. She offers a unique mix of experience as an interpersonal relationship coach, business owner, negotiator and educator. Mimi works with CEO's, Executives and Professionals of all levels to create awareness of their current people management style and develop programs that result in measurable changes in turnover, loyalty, responsiveness and productivity. As a Workplace Relations Coach, Mimi helps to clear the interpersonal static that gets in the way of business growth. She is the "The Guide for Effective Relationships in the Workplace."

Mimi addresses the sensitive relationship management challenges that impact employee satisfaction. She believes that the biggest myth affecting businesses today is the assumption that uncomplicated relationships come easily and without learned skills. Her particular brand of coaching focuses on developing interpersonal strengths and communication capabilities to establish well-functioning businesses, teams and workplace relationships. Clients learn to build synergy, voice opinions without judgment, administer direction and earn and grant respect.

Although conflict mediation and management can be part of what she does, Mimi prefers to take a more positive approach. Issues that affect her clients include:

- Managers that are technically skilled, but lack the people skills to influence their direct reports
- High potential employees who are primed for promotion, but lack interpersonal skills
- Unproductive and strained high-level Board and/or Executive Team relations
- Employees frustrated by their boss's management style
- Low morale and high turnover due to poor workplace relationships
- Lack of respect and esteem in a highly competitive environment
- Interpersonal strategies for successful negotiations

Mimi is a Certified Trainer/Facilitator for the Shapiro Negotiations Institute delivering negotiations training based on the book The Power of Nice to Fortune 500 companies. She is a certified PCC Coach through the International Coach Federation (ICF) and received her Coaching training at the Institute for Professional Empowerment Coaching (iPEC) in New Jersey. She has furthered her Coaching credentials with a Master-level Certification in the Organization and Relationship System Coaching program through The Coaches Training Institute (CTI). She was

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also a member of the AC IP Development Team for the International Association of Coaches (IAC).

After graduating from Dickinson College, Mimi began her career in advertising and marketing as a Media Negotiator. She soon became the Vice President of Media Services for a prominent advertising agency, negotiating multi-million dollar deals with the national media to create the most lucrative media exposure packages. Mimi received a Masters of Science in Business degree from Johns Hopkins University, where she later served as an Adjunct Professor for the School of Continuing Studies.

She currently lives in Baltimore, MD with her husband and children.

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