

BUILDING A **COACHING** CULTURE

THE RIPPLE EFFECT RAISING
PERFORMANCE AND GROWTH

KIMBERLY LEE, SPHR

Kim Lee

Kim Lee, SPHR, is a strategic leader, AI strategist, and compassionate coach who builds human-centered cultures. Her leadership philosophy was born not in a boardroom, but on a high school pool deck, where a coach helped her discover a quiet strength she didn't know she had. This ignited a lifelong commitment to seeing—and developing—the unseen potential in others.

With a career spanning executive HR leadership and transformative team development, Kim is recognized for her intuitive ability to navigate complex situations with emotional intelligence. She is a faculty member with HackingHR and guides leaders in building resilient, empathetic cultures that are ready for the future of work. Kim brings a rare blend of clear-eyed strategic vision and focused care, empowering others to grow into the best version of themselves.



Building a Coaching Culture

The Ripple Effect Raising Performance and Growth

In a world defined by burnout, quiet quitting, and relentless change, traditional management is failing. But there is a better way.

Building a Coaching Culture: The Ripple Effect Raising Performance and Growth offers a human-centered alternative to leadership that not only boosts productivity but also transforms people. With decades of leadership experience, Kim Lee introduces "The Ripple Effect"—a research-backed framework that proves how a leader's targeted acts of coaching create cascading waves of positive change.

This isn't about management fads or getting a certification. It's about a leader's deepest work: seeing the unseen potential in others and helping them see it too. You'll learn how to activate talent through powerful conversations, deliver feedback that fuels, not frightens, and lead with empathy to drive real results.

This essential guide equips leaders at every level, from first-time managers to CEOs, with the practical tools to navigate today's dynamic landscape, including the integration of AI. Because when you invest in people, you create a powerful defense against costly turnover and build a culture of lasting success.

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Testimonials

"Coaching is not a soft, peripheral leadership activity, but one of the most scalable levers for performance, culture, and even innovation. In this book, Kim Lee uses her vast experience to clearly articulate why and how coaching can enable these higher goals, with practical lessons that we can all apply immediately. Building a Coaching Culture: The Ripple Effect Raising Performance and Growth is a framework for leading differently, with a style of influence that helps others and ourselves approach problem-solving more effectively, not by having the right answers but by modeling the key behaviors that build trust. In doing so, it provides a roadmap for leading with impact through the complex times ahead. A very timely guide."

–Carlos Larracilla, Co-Founder & CEO, Wowledge

"When burnout outpaces hiring, Building a Coaching Culture shows that coaching is a manager's strongest tool, pairing repeatable frameworks with hard metrics to retain talent and raise performance."

–Dr. Milton Mattox, Chief Executive Officer, United States Artificial Intelligence Institute

"Building a Coaching Culture: The Ripple Effect Raising Performance and Growth is intuitive, practical, and immediately applicable. The book flows naturally, making coaching concepts easy to grasp and apply. The tools author, Kim Lee, shares are clear, and the insights are highly relatable. The Ripple Effect framework empowers leaders to build trust and elevate performance. A must-read for leaders looking to make a lasting impact."

–Brian Sherman, EVP, Chief People Officer, Delta Dental of California