



Chuck Ainsworth

Chief Coaching Officer and Strategic Advisor

Chuck is a top executive leadership coach trusted by individuals, teams, and organizations when the stakes are high. His extensive experience includes work with Fortune 500 companies, financial services, healthcare, and large non-profits. A sought-after and dynamic communicator, he has a proven ability to establish trust and get results. Leadership is not theory for Chuck. He has led and supported large, complex, dispersed teams, launched new products, doubled revenue, and helped others do the same with exceptional results.

Background & Industry Experience

Chuck had an unlikely start as a high school dropout who earned his GED and attended community college before eventually scrapping his way through graduate school and into elite leadership development and coaching.

His diverse clients have included Ford Motor Company, Salesforce, Duke University Health, Dropbox, the Air Force, the Michael J. Fox Foundation, Hanes Brands International, the University of Florida, and Target.

While Head of Coaching at the Center for Creative Leadership (CCL), he grew one of the largest and most respected coaching practices in the world. He has trained thousands of leaders over his career and was the lead creator of Better Conversations Every Day™, with hundreds of facilitators globally. Before that, he was Head of Learning and Development for an international disaster relief organization with offices in twenty-two of the most dangerous countries on the planet and a coach and leadership development facilitator in a \$1.5B healthcare organization.

Chuck now leads [Epic Rivers Leadership, LLC](#), a boutique leadership development firm focused on unique solutions for team effectiveness, coaching, and leadership development. He has been a Forbes contributor and his published work on *Coaching and Mentoring for Academic Medical Faculty* is a go-to textbook resource. Every Conversation Matters™ is his latest scalable creation, a powerful experience designed to help others master conversations, build trust, accelerate performance, and win the inner game.

Coaching Approach

Chuck has a refreshingly authentic, practical, and inspiring style that reflects his deep understanding of what it takes to build and lead high-performing teams and create sustainable culture change. His unique combination of grit, street smarts, emotional intelligence, and heart give him the ability to read people and navigate challenges with exceptional finesse. An International Coach Federation (ICF) coach since 2007, he holds certifications and qualifications in a wide range of psychometric instruments and assessments for teams and individuals.

Example of Recent Coaching Assignments

- Chief Executive Officer (Healthcare): New to CEO role and responsible for business turn-around
- Chief Medical Officer (Academic Medicine): Leadership effectiveness and change leadership
- Surgeon and Department Chair (Academic Medicine): Leadership effectiveness and next step legacy planning
- President and COO (Health Insurance): Leading culture development and launch of a new health plan
- Head of HR (Tech): Leadership effectiveness and influencing the C-suite
- Executive Team (Finance): Strategy development and team effectiveness
- Executive Team (Healthcare): Team effectiveness with a fast-growing team
- Executive Team (Higher Education): Strategy and team effectiveness

Education

MA Organizational Leadership, Azusa Pacific University

