

Janet Crawford, MHA, MBA, PCC

Extra Ordinary Living

Embracing Sustainable Change

- Performance Consultant
- Executive Coach
- Motivational Speaker



Janet Crawford's experience is rooted in a strong academic foundation. With a BA from Baylor University and an MHA and MBA from University of Missouri – Columbia, she had a successful and rewarding twenty year career in healthcare leadership positions working for HCA and Carilion Health System.

Honoring her passion for optimizing human potential, Janet took the entrepreneurial leap in 2004 to begin a career as an executive coach, motivational speaker and author. Leveraging her education, experience, and professional connections, Janet has established herself as the go-to coach, keynote speaker, inspirational writer, all of which equip her to serve as a valuable facilitator of meetings, seminars, workshops and retreats.

Beliefs, Values & Vision

Among her beliefs, Janet considers stepping into our own greatness and bringing out the brilliance in others as an opportunity waiting to happen – that we hold the key to unlock the door to our own and each others' potential if we focus on the possibilities and exercise the courage to optimize that potential. In so doing, she helps her audiences convert knowledge into meaningful action that improves bottom-line results.

Janet is a consummate practitioner of living life true to her values of life-long learning, striving for excellence, inspiring others, connecting with people through service and having fun.

As suggested by the name of her business, one of Janet's visions is help others transform the ordinary into the extra ordinary. The by-line for her business promotes "embracing sustainable change," through which each of us has the opportunity and the obligation to leave a legacy of abundance.

Skills, Strengths & Accomplishments

Janet's skills, strengths and accomplishments are a mirror image of her beliefs, values and vision. She encourages clients to approach problem-solving through possibility thinking and, in pursuit of excellence, examine alternatives through a different lens.

Tapping into her services, organizations have been able to capitalize on the common refrain “our people are our greatest asset”. Janet has a compassionate style and a sense of humor that softens her challenging messages and leads people to experience “aha” moments which are the catalyst for personal growth.

Why engage Janet Crawford? Janet is not your “typical” consultant. She does not coach, consult, speak or write just for the sake of doing so. Rather, she researches the culture of her audiences, crafts a process in alignment with her clients’ objectives, and offers compelling insights that motivate participants to take action.

Partial List of Clients

Breast Care Specialists of the Blue Ridge	Carilion Clinic
Girl Scouts of Skyline Council	Lewis Gale Hospital
Warm Hearth Village	Virginia Healthcare Foundation
Virginia Association of Free Clinics	Physicians to Women
National Association of Social Work: Virginia Chapter	Rescue Mission
Virginia Long-Term Care Ombudsmen Training	Farm Credit
Virginia Association of Homes for the Aging	Medical Staff Services Professionals
Physicians to Children	Community Animal Clinic
Warm Hearth Village	Hometown Bank

Sample Topics

<i>Bringing Out the Brilliance in Yourself & Others</i>	<i>Dis-ease of Change: Symptoms & Remedies</i>
<i>Optimizing Your Energy Equation</i>	<i>The Dance of Perception</i>
<i>The Magic of Work/Life Balance</i>	<i>Leveraging the Power of Language</i>
<i>Managing Yourself in Time & Space</i>	<i>The Best Defense is a Great Offense</i>
<i>The Be-Attitudes of High Performance Leadership</i>	<i>Creating Your YES Life</i>

She invites clients to join her on a journey of self-awareness and possibility thinking as they work together to grow the ordinary into the extra ordinary and embrace sustainable.