

ICF CONVERGE

OCTOBER 23-25, 2025 • SAN DIEGO





If you were a Dance Move, which one would you be?



Elevating Career Growth Through Transformative Communication

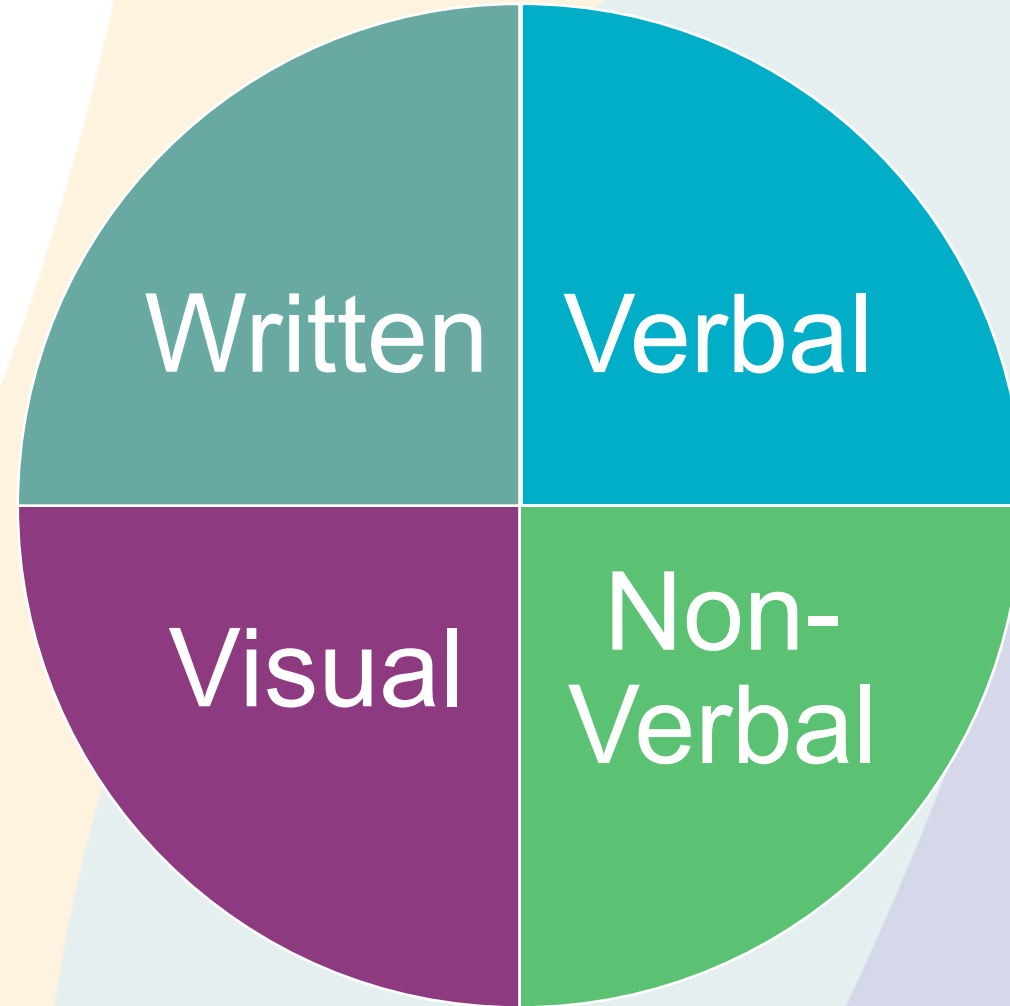
Lisa Spinelli



<https://metv.com/shows/job-hunt-dc>

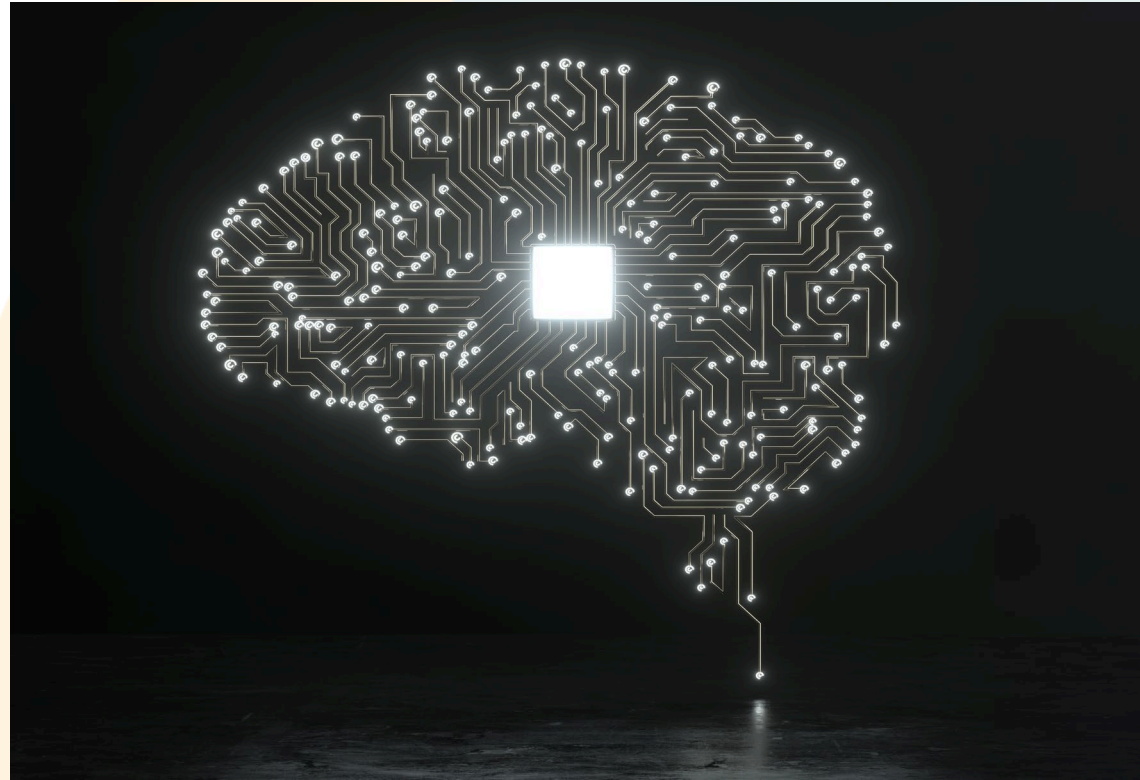








Brains Like Stories



Poll



Career Story-telling Framework (client)

Significant moments

Threads

Outcomes

Resonance

Your voice



STEPPA (modified) (Coach)

bit.ly/4mYCilv

- Strengths & Traits
- Target
- Evaluate Value
- Patterns
- Perspective
- Awareness





Practice - Client



Significant moments

Threads

Outcomes

Resonance

Your voice

Coach Practice

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- Strengths & Traits
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Recap

- Career transitioners are all around us
- Transformative communication = all four comm quadrants
- Most transformative way to communicate is through stories
- Stories have lasting impact on and for clients
- Share STORY framework with clients
- Use STEPPA to coach clients through their stories

Questions?



Connect



BluePineconeConsulting.com
Lisa@Bluepineconeconsulting.com



/Blue Pinecone Consulting LLC
/LisaMSpinelli

THANK YOU!



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