



Senior Consultant

Barbara Cogburn

Oceanside, California

Barbara is a retired Marine and Iraq veteran. Prior to her retirement in 2003, she held a variety of positions in the Marine Corps including the Character-Based Leadership Trainer – the only position in the Marine Corps at the time that utilized FranklinCovey's training solutions, improving a Marine unit's leadership abilities. As the Character-Based Leadership Trainer, she positively influenced over 8,000 Marines.

After leaving the Marine Corps, Barbara worked as a life and business coach and has extensive coaching experience with small business owners. She spent three years in the utility industry before joining FranklinCovey.

Barbara recently completed an engagement with the US Navy where she worked as a Highly Qualified Expert (HQE) in the office of the Chief of Naval Operations in the Navy Culture and Force Resilience Office. She oversaw two different programs that helped support resiliency efforts in the Navy including the Office of Women's Policy. The focus of her work was helping create strategic products and processes that facilitate behavior change at scale within Navy Programs.

Clients appreciate Barbara's experience in problem solving and her discerning ability as it relates to training, facilitating, and coaching in widely diverse organizations. She has an effective yet engaging style, laced with a dose of humor, that gives her the ability to connect with her clients – making their training immediately applicable.

Highlights

Started teaching the 7 Habits when she was still in the Marine Corps

Multiple Chairman's Club winner

Supports FranklinCovey's USAID clients in locations around the world including Uganda and Thailand

1st Woman Markmanship Instructor for the Marine Corps

Board Member of her local Veteran's Career Assistance Transition Program

Education & Certifications

- M.S. – Education – emphasis in Workforce Education – Southern Illinois

What learners say about Barbara....

"Barbara was GREAT. Engaged, enjoyable, knowledgeable. She kept us engaged, involved, etc. Loved the class."

"Barbara is top notch, outstanding instructor, she kept the class moving and no boring or dry spells during the 3 days of instruction. I can't say enough good about Barbara."

"Barb did a fantastic job balancing a deep-directed conversation while also having fun and presenting in an engaging way."