



Onno Koelman
Associate Consultant
onno.koelman@liw3.com



Onno is dedicated to helping leaders increase their leadership capacity and create high-performing teams and cultures. He has worked with leaders at a variety of levels across diverse industries around becoming more strategic, influential, and clear on their authentic style to increase the value they bring to their teams and organizations.

In 2013, Onno co-founded a consultancy dedicated to equipping people with tools to manage the “people” side of work and started his own consultancy dedicated to developing dynamic leaders in 2017. Prior to this third career of his, Onno spent 10 years leading a Bay Area start-up from 3 to 30+ people, including several years as design engineer, technical sales lead and finally international director of sales.

Onno is a natural coach and facilitator. He brings warmth, energy, and a style of encouraging challenge to the groups and individuals he works with. His international background (Dutch, Australian, and now Northern Californian) enables him to bring a unique vantage point to any conversation.

Onno has trained at the Coaches Training Institute and Harvard-based Minds at Work, as well as in several other modalities over the past two decades. He has facilitated and coached at world-reknowned brands like Whole Foods Market, Oracle, Adobe, Google, GAP, Dropbox, Pinterest, Lam Research, Stanford Health Care, Mosaic Solar and more both in the USA and internationally.

“Onno brings an engineering mind and style into an EI space in a natural way. He is able to connect the dots and provide framework for understanding. I was a participant/observer in a series of strengths-based classes that Onno facilitated and also have insight to coaching interactions with numerous types of engineers over the course of 3 years. He identified competencies that were mapped directly to our company core values and Onno provided excellent practical application opportunities plus references and resources to revisit post course. He has a special and tactfully witty way of connecting the dots between technical skills and soft skills with the use of relevant examples.” -Shianna Falk, Lam Research

“My coaching with Onno was transformational during a pivotal point in my career. He helped me get out of 'doing' mode and instead focus on being more strategic about scaling my team's effectiveness and shaping our brand. We are now better equipped to deliver projects with significant impact to the business, and can more nimbly adapt to change. Thank you for empowering me to find the path forward, rather than telling me where to go.” Neil H, Director, Creative Cloud Monetization Strategy at Adobe

Mini Bio

- Diverse industry experience (engineering, sales)
- Facilitator, trainer and leadership coach
- Strengths in leadership and accountability, emotional intelligence, empowerment and team alignment
- International background lends perspective and flexibility

Qualifications

- BS ME Mechanical Engineering, Stanford University, 2002
- StrengthsFinder assessment, 2009 onwards
- CTI Coaching, 2014
- Minds at Work training in overcoming the “Immunity to Change”, 2018
- EQI 2.0 emotional intelligence assessment certification 2018
- Leadership Circle Profile 360° Assessment certified Jan 2020



LIW | Leadership, not just leaders

