



MEET OUR EXPERTS

Diana Johnson Urbina

PRAISE

“The team coaching session Diana facilitated was the best session we have ever had. I had aha moments with every one of my peers. Even though we see each other every day, it’s hard to get down to that depth and this let us get down to the point. Her approach to a very complex and challenging topic was brilliant.”

—Senior Director of Marketing

“Diana’s knowledge and talent for helping us connect the dots resulted in a day filled with pages of notes, high fives, and a renewed sense of focus. Diana is a gifted facilitator and executive coach. Her lighthearted attitude keeps you on your toes and ready to learn. I would invest in Diana’s individual or group work again in a minute.”

—Director of Customer Success

“Diana is an amazing leadership coach. She coached our organization and helped us discover what our strengths were and how to best use those strengths for our own personal growth and for the business. Taking it to the next level and teaching the team how to best work with each other also produced tremendous dividends, with many teams finding new and productive ways to collaborate and improving project outcomes and a sense of connection and support.”

—Senior Database Architect and Allyship Strategist

Diana Johnson Urbina is Head of Coaching Services at The Ken Blanchard Companies®. She has more than 22 years of experience executing strategic and tactical plans in organizational development and capability improvements. She specializes in coaching executives through change, with a focus on team dynamics and business performance. She can design and lead large-scale coaching programs, teach inclusive group coaching and facilitation skills, and provide consulting on maximizing the impact of leadership development initiatives through coaching. Her areas of expertise are coaching on team performance, organizational culture transformation, and inclusive behaviors.

Prior to her career at Blanchard®, Diana spent 20 years at Microsoft; in her culminating position there, she was the Director of Culture Transformation focused on DEI Strategy and a Leadership Development and Team Performance coach. In this role, she was responsible for a comprehensive culture transformation program to enable a more inclusive working environment. This included end-to-end program strategy management, design of employee surveys, engagement and experience analysis, inclusive behavior and allyship programs and workshops, group coaching, trust discussion circles, and inclusive hiring training.

Diana is an ICF-certified coach and a graduate of Hudson Coaching Institute; she received her Bachelor of Science in Computer Science from Central Washington State University. She is also certified as a Gallup Strengths Finder Coach, as an Insights Discovery Facilitator, in Thomas Kilmann’s Instrument (TKI) in Conflict Management, and as an Immunity to Change Facilitator.