

Judi Spear

Chief Instigator

DiSC Profile: Influence and Dominance

“ I’m an observer of people and have been fascinated all my life by what makes them tick. That’s how I became an assessment ‘junkie’ and an executive coach. I spend my days helping people discover their strengths, hoping to inspire them to use those strengths so that they can thrive, personally and professionally. I get people and teams ‘unstuck’! Many of the people I coach get promoted into larger executive roles. ”

Judi learned her craft over two decades in medium and large companies and then went on to found RV Rhodes 20 years ago. In total, she’s worked with more than 40,000 people in for-profit as well as non-profit organizations. She blends strategic thinking with a strong understanding of people to help the people she coaches make their workplaces not only stronger and more effective, but also a better place to work. Her purpose is to give leaders essential tools and skills so they can solve their problems strategically with some simple, tried and true tools.

In corporate America, working for a Fortune 50 pharmaceutical company, Judi learned two extremely valuable fields – public affairs and continuous improvement – both of which have shaped her expertise in understanding people and the most effective ways for them to work together. She was part of a global initiative that brought positive culture change to her organization. That experience led her to creating many of the frameworks used in The Collaboration Breakthrough franchise. She is grateful to the Collaboration Breakthrough team for creating such a blockbuster product.

Judi loves learning which earned her a bachelor’s in Business and a master’s in Organizational Leadership and Communication. She’s a graduate of the Center for Creative Leadership

and Leadership Buffalo. She is certified as a Management Consultant (CMC) and designated as a Board Certified Coach (BCC) and Executive Coach (BCEC) by the Center for Credentialing & Education (CCE). She is certified and/or a master trainer for a range of personality and behavioral tools.

Judi celebrates three milestones this year – a golden wedding anniversary with Wayne, a very big birthday and 20 years of consulting. Whenever she gets the chance, she loves seeing their 4 grandchildren and sometimes she even has the chance to work with their son and daughter, both of whom have followed in her footsteps as consultants and coaches. Her life would be perfect if her daily commute between Canada and the United States was made easier with an improved faster-moving Peace Bridge!



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