



Genena Woodson Armstrong

*Certified Professional and Personal Development
Coach, DE&I Inclusion Consultant and Best-
Selling Author*

About Genena

Genena Woodson Armstrong, founder and CEO of Metamorphosis Coaching LLC, is an energetic and engaging executive, career and personal development coach. With over 25 years of executive leadership experience in human resources and talent management, Genena has dedicated her career to creating comfortable spaces for her clients to grow personally and professionally. With a special focus on women in leadership, Genena coaches executives, emerging leaders and small business owners from diverse industries, as well as develops and implements diversity programs designed to increase representation and retention of women and minorities

Genena is a firm believer that active listening and purposeful questioning is the key to helping her clients uncover the barriers keeping them from moving forward. She also believes coaching is a partnership between coach and client, viewing the journey as a transformative process with long-term benefits and rewards. As an ICF Certified Coach, Genena implements coaching strategies that empower a client to action and holds her clients accountable to their goals while encouraging them toward healthy ownership.

Outside of work, Genena volunteers at The Samaritan Inn, a homeless program helping people gain dignity and independence. She also loves spending time with her husband and kids whether it's a walk around the neighborhood, a meal out, or a family trip. Genena prioritizes the people in her life by planning trips with her girlfriends and regular video calls with her brothers and sisters. Genena resides in McKinney, TX with her husband. They have three adult children—a daughter in Delaware, a son in the U.S. Army and a son attending the University of Kansas.

Genena holds a bachelor's degree in Business Management, Human Resources from Illinois State University and in addition to her ACC ICF coaching certification, she is certified SPHR (Senior Professional of Human Resources).

Certifications

- Associate Certified Coach, International Coaching Federation (ACC)
- Certified Senior Professional of Human Resources (SPHR)
- Certified Diversity Management, CDM (Healthcare), IFDHE, American Hospital Association
- TTI Success Insights DISC Certified
- TTI Success Insights Emotional Quotient Certified
- Leadership Circle Profile Certified

Areas of Expertise

- Women in Leadership
- Executive Presence
- Work & Life Boundaries
- Human Resources
- Diversity & Inclusion Strategic Planning
- Career Management
- Emotional Intelligence
- Population Health
- Culture & Engagement