

Jennifer Einolf is the founder, CEO, and principal of Bold Whisper LLC, a leadership clarity and creativity activation company. She partners with leaders to design clarity, enhance communication, and harness creativity, transforming muddled visions into impactful, lucrative moon-shot missions that matter.



Her clients have included:

- The first female Dean of Arts and Sciences to serve at a 400-year-old Virginia University (leadership and communication coaching)
- The CTO of a Fortune 200 company who drove a stunning digital transformation and regularly speaks in front of 5-figure audiences. (communication coaching)
- USDA leaders, including those in the National Organics Program, Agricultural Marketing Service, Foreign Agriculture Service, and Food Safety and Inspection Service, navigating generational workforce pressures, budget constraints, external changes that impact relevance, and political pressure. (leadership coaching, team coaching, training, mastermind facilitation)
- DoDEA leaders responsible for the construction and management of schools on U.S. military bases globally. (leadership coaching)
- A team of Interior Designers at one of the largest U.S. furniture dealerships, tasked with creating new roles to leverage their expertise and support innovative company offerings. (leadership coaching)
- A successful tech founder who, through his work with Jennifer, refined his venture pitch, secured more capital than requested and earned a spot in a selective accelerator program. (leadership and communication coaching)
- Business owners and leaders across various industries including travel, tech, design, coaching, HR services, financial oversight, and marketing. (leadership, strategy, and communication coaching)
- TEDx speakers who needed to maximize their impact as they stood on the red dot.

Before founding Bold Whisper LLC, Jennifer Einolf had a diverse career across public, private, and non-profit sectors. Her experience as a commercial Interior Designer taught her the value of bold, insightful questions—listening to clients about their challenges and then engaging her curiosity about what else might be possible. In 2016, she transitioned from designing the spaces in which people work to partnering with clients to redesign their interior spaces to impact how they work.

Jennifer believes in the inherent potential of every leader and is driven by a vision of a world where everyone understands their value and acts on it. She works with accomplished and emerging leaders because she understands that it can be difficult for high achievers to find the support needed to continue growing their skills to maximize that potential. Supporting these leaders enables them to define transformative visions, inspire their teams to execute change, and leave a legacy for future leaders.

When leaders refine and deliver their vision, their teams must tap into their creativity and motivation to respond. Jennifer has supported this critical dynamic through team coaching, training, retreats, and workshops.

Trained by the Newfield Network, Jennifer employs an ontological coaching methodology. She believes that our perspective determines what we see as possible, shaped by our physical habits, emotional inputs, and thought patterns. By shifting these, hidden opportunities can be uncovered. Jennifer collaborates with her clients to explore these areas, seeking transformative shifts, and then co-creates behavior changes, experiments, or actions to seize the newly discovered possibilities.

As a response to the design work that defined her early career, Jennifer developed the Clarity Design Cycle©, a framework that makes design cycle thinking accessible. The framework also incorporates the Prospects of Possibility©, guiding principles for personal and professional development. She utilizes these tools to frame learning and foster growth for individuals and teams.

Trained in Lego Serious Play, team coaching, neuroscience, and somatic approaches, she brings a range of enhancement tools and perspectives to her work with individuals and teams.

Jennifer is a contributing author of the book *Called to Lead*, a project aimed at gathering wisdom and perspectives to support women leaders during a time when female-centric leadership is crucial.

She has supported TEDx speakers as a speaker team member and coach for TEDxRVA, TEDxRVAWomen, and TEDxGraceStreetWomen. Additionally, she has been hired by speakers to refine their performances for other TEDx events.

A graduate of William & Mary and Virginia Commonwealth University, Jennifer is a strong advocate for Virginia-based higher education. Her only son is beginning his first year at George Mason University, having started his higher education journey at Brightpoint Community College, a valuable resource that allowed him to explore his interests and refine his career vision.

Based in Chesterfield County Virginia, Jennifer actively engages in Richmond's professional community through the National Speakers Association and the International Coaching Federation. She regularly attends professional trainings and conferences to hone her skills and grow her connections with peers. She has supported the start-up ecosystem by facilitating boot camp programs and contributes to local non-profits focused on food access, youth empowerment for people of color and LGBTQIA+, and cultural and historical awareness through programs, contributions, and volunteer work.

Jennifer lives with her husband, a Mental Health Therapist who recently realized his goal of transitioning into private practice, and their four quirky, entertaining cats—Roscoe, Rudy, Blue, and Tiny Larry. She cheers for her son from a distance as he embarks on his college journey at GMU. She enjoys long bow target shooting, cooking sporadic, delicious meals, reading daily, and staying informed and inspired by consuming vast amounts of somewhat carefully curated content.

## FEATURED RECENT PROJECTS BEYOND COACHING

- **USDA Senior Executive Mastermind:** Jennifer was hired to manage a pilot mastermind program aimed at fostering peer interaction and idea-sharing to enhance the execution of key strategic initiatives. Her responsibilities included:
  - Collaborating with facilitators to develop a unified framework for consistent application across cohorts.
  - Overseeing technical aspects such as scheduling, client interface, logistics, and communication.
  - Facilitating five monthly sessions for a cohort of eight Senior Executives from across the USDA.
- **Professional Development Support for USDA Division:** This 18-month contract involved:
  - Developing and executing two distinct training curricula for employee retreats across the U.S., covering topics like stress mitigation, communication skills, and creative thinking.
  - Delivering a three-day intensive on design cycle thinking and proposal development course for Officers in Charge, followed by organizing and MCing three pitching events where participants presented their proposals—resulting in the immediate implementation of five proposals, with several others accepted for further development.
  - Providing team coaching to Assistant Field Chiefs as they navigated organizational changes.
  - Providing detailed progress and staff attitude reports derived from participant response data.
- **Launchpad Lab | A Bold Whisper Course:**
  - Developed and facilitated a four-week course focused on key components for grounded support through four pillars of self-investment
  - Guided participants through discovering and planning behavior changes, supportive practices, and resource allocation to prevent burnout and ensure optimal performance.
  - Enrollment included small business owners from across the Richmond region.
- **Foreign Agriculture Service Middle Career Manager Leadership Training:**
  - Delivered virtual modules on the Teams platform to multiple globally stationed cohorts.
  - Presented on topics including effective feedback, preparing to receive and utilize feedback, and mentoring and coaching skills for leaders

## ACCREDITATIONS AND CREDENTIALS

ICF PCC Coaching Credential	Awarded January 2020
Newfield Certified Coach	Awarded September 2017
Team Coaching Foundations Certified Coach, GTCI	Awarded January 2022
Distinguished Toastmaster	Awarded September 2017
Hands On Thinking Coach Trained (Lego Serious Play)	Trained Anticipate Certification August 2024
Newfield Somatic Certification	Anticipate completion August 2024
Brain by Design Neuroscience for Coaches	Trained November 2023

## DEGREES

B.A in English   William & Mary	Graduated June 1988
B.A. in Interior Design   Virginia Commonwealth University	Graduated December 1996

## COACHING EXPERIENCE

As of August 2024, Jennifer has over 1000 hours of coaching experience.

