

LEADING WOMEN IN BUSINESS: HOUSTON

# COACHING LEADERS TO EXCELLENCE

**DIANA CANDELARIA REYES** USES HER PASSION FOR CHANGING LIVES TO HELP BUSINESSES AND THEIR LEADERS ACHIEVE GREATER SUCCESS.



**A**s a child, Diana Candelaria Reyes learned firsthand the effects of the bubble-to-bust cycle of the oil and gas industry when her father lost his job during downturns. To survive, he took on odd jobs. “This instilled in me the values of hard work, courage, and resiliency that I carry forward each day,” says Diana.

Through her boutique management consulting firm, Candelaria Reyes Consulting, LLC (CRC), Diana differentiates herself with a unique combination of a focus on people and a drive for results. This approach achieves high performance outcomes in organizations by aligning people with strategy.

Before opening CRC in 2013, Diana gained experience in both academia and the oil and gas industry, where she served as a global director for General Electric Co. leading a team of 50, travelling internationally, and serving customers.

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## Achieving Lasting Changes

When organizations are faced with change, they lean on their leaders to be more effective. Diana equips strong and effective leaders to set and realize strategic direction, drive organizational performance, and boost personal growth. The centerpiece of her work as a Certified Marshall Goldsmith Stakeholder Centered Coach is guiding leaders to achieve positive changes in behavior for themselves and their organizations. The process—based on stakeholder input—focuses on making good leaders even better.

Business decision makers, regardless of industry or size, seek Diana out. “I work with them to identify performance gaps, change behavior, implement solutions, and achieve the desired outcomes,” she explains. In addition to oil and gas, her current client portfolio has diversified to include a variety of medium-to-large organizations in the private and public sectors.

Applying her corporate experience, she excels at turning strategy into actionable plans. A key part of Diana's success is her ability to facilitate frequent and iterative communication between key stakeholders, breaking down a big vision into smaller, attainable pieces. Her simple yet disciplined approach identifies the drivers of change and works to cascade and align goals across multiple owners. Creating this shared accountability results in practical implementation and sustainable solutions.

## A Lifetime's Experience

Diana's commitment to developing people, serving, and leading with compassion and inclusivity is inspired by her mom's career as a teacher in Houston's underserved areas. With native fluency in Spanish, Diana leads a multilingual team that has worked with clients in numerous countries. Drawing on this global perspective, she supports executives in leveraging strategic planning and the implementation of diversity, equity, and inclusion initiatives for better business outcomes, enabling them to grow and innovate by embracing diversity in style, skill, and thought.

“It's about good business outcomes and doing the right thing, ultimately making the world a better place,” Diana says. She enjoys giving back to the community by sharing her expertise in developing nonprofit leaders through Marshall Goldsmith's Pay It Forward program.

Diana lives in Houston with her husband and two daughters, serving as a proud role model of a confident Hispanic female business leader whose balance of warmth and results resonates with her clients.



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