

CAROL KERR, CSMC, EXECUTIVE VICE PRESIDENT
DARE DREAMERS, L.L.C.



Carol Kerr is a Certified Self Management Coach and business consultant with Dare Dreamers LLC of Annapolis MD. She is a skilled facilitator, a thought-provoking public speaker, and the author of published articles on business and human interest topics. Before becoming a coach and consultant, Carol spent 20 years with Procter and Gamble, working in sales and sales management. Corporate downsizing and centralization required considerable retraining of P&G staff. Carol's skills as a facilitator were recognized, and she was asked to work on many training projects, an opportunity which led her to discover her capabilities and love for coaching and professional development work. Consulting became a natural part of the sales process as industry practices became more consultative.

Carol explains, "As we became more customer focused, we learned to ask, 'What will this product do for our customer's bottom line?' We became marketing and sales consultants to our retailers, focusing on strategies which would increase their profits. Their success became our success. This focus on customer needs is foundational to the approach I take in helping others improve their business strategies."

Carol's formal education is in Business Communication and Personal Coaching. That education combined with practical experience learned on the job and from corporate training programs—especially the ones she facilitated—provides a solid foundation for the coaching and training that she provides. Carol says that her love of learning and the satisfaction she gained from helping people identify and achieve their goals led her into coaching and consulting. To hone those skills, Carol received training from both Legacy Learning (formerly Franklin Covey Coaching) and Self Management Coaching. "I believe that every one of us has the innate ability to do more than we even suspect we are capable of," she explains. "However, our tendency to focus on the daily grind can rob us of that potential. My vision for myself and my clients is to regularly step outside of that 'grind' to explore our capacity to excel at higher levels. I try to get people hooked on the idea of using introspection, aspiration and goal-setting to create continual improvement on a personal and professional level. The key is making it a habit."