



CURRENT LEADERSHIP

PERFORMANCE

*Navigate with clarity.
Lead with purpose.
Leave a legacy.*



PURPOSE IS YOUR NORTH.

“ Purpose isn't something you create. It's something you uncover. Like a compass, it quietly guides your decisions, your relationships, and the impact you leave behind. When your life is aligned with your purpose, your strengths, and your values, leadership becomes less about effort—and more about authenticity.”

— *Inspired by the work of Simon Sinek*

“ Those who have a 'why' to live, can bear with almost any how.”

— *Viktor E. Frankl*





FIND YOUR WHY





DISCOVER WHAT MOVES YOU. DECIDE WITH ALIGNMENT. LIVE WITH IMPACT.



You achieve goals, lead with responsibility, and meet expectations—yet something still doesn't feel fully aligned. You make sound decisions, but they don't always energize you. In today's demanding world, personal clarity isn't a luxury; it's a leadership advantage.



The **WHY Discovery** process helps uncover what truly drives you—not by creating a purpose, but by discovering the one already woven throughout your life. Through your stories, we identify your **WHY** and **HOWs**, creating a practical framework for making aligned decisions and leading with confidence.



The journey begins with **Love Your WHY**—discovering your purpose through the patterns of your life. It continues with **Live Your WHY**, where purpose becomes action through intentional coaching and real-world application.

As an HR Professional, Certified Executive Coach, Certified **WHY Discovery Coach**, and Certified Gallup CliftonStrengths Coach, I help leaders discover what drives them, understand how they naturally lead, and navigate their careers with greater clarity and confidence. By combining purpose with strengths, this process creates a practical compass for making aligned decisions, building authentic leadership, and leaving a meaningful impact. If you're ready to lead with intention instead of uncertainty, this journey begins here.

DISCOVER WHAT MOVES YOU.

LEAD WITH PURPOSE. NAVIGATE WITH STRENGTHS. CREATE LASTING IMPACT.

You've built a successful career. You've earned the trust of others, taken on greater responsibility, and continued moving forward. Yet even accomplished leaders can reach a point where success no longer feels fully aligned.

You may be making the right decisions, but they don't always feel like the right decisions. You're productive, but not always energized. You're achieving, but still wondering if you're leading in the way you were designed to.

**In today's world, self-awareness isn't a soft skill—
it's a leadership advantage.**

The **WHY** Discovery process helps uncover the purpose that has been quietly guiding your life all along. Through the stories that shaped you, we identify your **WHY** and **HOWs**, providing clarity around what inspires you and how you naturally create value for others.

But purpose is only one part of the journey.

At **Current Leadership Performance**, we take that discovery a step further by integrating your Gallup CliftonStrengths® with your **WHY**. Your purpose explains why you're driven. Your strengths reveal how you're uniquely equipped to bring that purpose to life.

Together, they become **The Current Compass™**—a practical leadership framework designed to help you make aligned decisions, lead authentically, navigate change with confidence, and create meaningful impact in every area of your life.



As an HR Professional, Certified Executive Coach, Certified **WHY** Discovery Coach, and Certified Gallup CliftonStrengths Coach, I partner with leaders who are ready to move beyond simply achieving success toward living and leading with greater purpose, authenticity, and intention. By combining purpose, strengths, and practical leadership development, I help individuals and teams discover their unique Current—so they can lead with confidence, inspire others, and create a ripple effect that extends far beyond themselves.

THE JOURNEY



Love YOUR WHY

Discover the purpose that has always been present through the defining moments of your life.



Live YOUR WHY

Apply that purpose intentionally through coaching, leadership, and everyday decision-making.



Lead WITH YOUR STRENGTHS

Understand how your natural talents amplify your purpose and become your greatest leadership advantage.



Discover your Current. Navigate with confidence. Lead with purpose.

How WHY DISCOVERY WORKS

A DEEP, TRANSFORMATIVE PROCESS TO DISCOVER YOUR PURPOSE AND LEAD WITH ALIGNMENT.

- ★ **ONE POWERFUL 3-HOUR ONE-ON-ONE SESSION.** You share your stories. I listen for patterns. Together, we uncover the invisible thread that has guided your life—and your unique way of contributing to the world.
- ★ **30-DAY FOLLOW-UP SESSION** to deepen your WHY, review how it has shown up in your life, and turn it into clear, actionable steps.



1 YOUR STORIES

Moments that shaped
who you are.



2 PATTERNS

Patterns that
keep showing up.



3 CONTRIBUTION & IMPACT

What you bring, and
why it matters.



YOUR WHY

The words for
what has always
been true.



DELIVERABLE:

Your WHY Statement & Your HOWs

A personal guide to help you make aligned decisions
and lead with greater clarity and confidence.

This process gives you more than insight—
it gives you direction.

Clarity on what drives you.

Confidence in how you lead.

A life and leadership that truly fit.



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Lead with purpose. Leave a legacy.*



THE STORIES THAT SHAPED YOU



In **WHY Discovery**, we begin with the moments that have left the **deepest** mark on your life. These are the types of questions we explore:



What was a day at work when, at the end of it, you thought: "**I would have done this for free**" ?



Think of someone who helped shape who you are today. What was a **specific moment** that showed you what you admire most about that person?



What was an experience that completely **changed** the way you see the world?



Tell me about a moment when you felt you were really **making a difference** for someone. What was happening and why did it matter to you?



Think of a time you felt **energy or motivation** outside of your normal. What were you doing and what woke something up in you?

*These are not survey questions.
They are doorways to the patterns that define you.*



DISCOVER YOUR WHY.
UNDERSTAND YOUR STORY.
LEAD WITH PURPOSE.



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THE MOST POWERFUL VERSION OF OURSELVES



A SOURCE OF POSITIVE ENERGY

When people understand their WHY, work and life stop feeling purely transactional. More **energy**, more **intention**, and a deeper sense of **contribution** naturally emerge.



GREATER CLARITY ABOUT OUR LIVES

We begin to see the invisible thread behind our **decisions**, **reactions**, **motivations**, and **frustrations**. Moments that once felt disconnected start to make sense.



A BETTER MODEL FOR DECISION-MAKING

Your WHY becomes a filter. It helps you decide what's **aligned** with who you are, what's **worth pursuing**, what to let go of, and where you can create the **greatest impact**.



DISCOVER YOUR WHY.
UNDERSTAND YOUR STORY.
LEAD WITH PURPOSE.

WHEN YOU KNOW
YOUR **WHY**,
EVERY CHOICE
BECOMES A STEP
TOWARD A LIFE THAT
matters.



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I foster authentic human
connection
so that together we can
discover *new possibilities*,
lead with *intention*, and
create lives and careers
that feel deeply
aligned.



I ask **courageous questions**
that create breakthrough conversations.



I **observe deeply, explore** with curiosity,
and uncover meaningful patterns.



I transform **complexity into clarity**—
and make learning memorable.



I intentionally **create experiences**
that people remember long after
they're over.



I lead with **energy, optimism**,
and purposeful action.



I **thrive** where there is room to
create, innovate, and build
something new.

STRENGTH • PURPOSE • IMPACT
ADAPT. FLOW. THRIVE.



“

Review

BY
AMY JACOBS

...

I had the **transformational opportunity** to work with Lauren over the past few months - first for Clifton Strengths Coaching, and then a WHY Discovery Session.

I came to Lauren seeking professional coaching and clarity in time of major life and career transition for me - what I got back was **so much more**.

What began as discovering my innate strengths and drivers in a professional capacity ultimately became a deep dive into **unlocking who I am**, what I **truly want**, and how to effectively **build the life I envision**.

I **learned more about myself** in those two sessions than I have in 10 years of personal and professional development.

Lauren helped me to **see myself clearly**, **gain the confidence** to make the changes that I need to make and **boldly go after what it is that I want**.

I **HIGHLY** recommend working with Lauren!

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Review

BY
THEMOS

...

Lauren is an excellent coach. I've had the pleasure on working with her on both the Clifton Strengths Inventory and the Why Discovery program.

After more than 35 years career, multiple CEO and COO positions, and board roles, I have worked with many coaches. I consider Lauren to be very effective because she was able to **truly connect** with me. She is an excellent listener, creates a **safe space**, and brings out the stuff you really should be discussing that you usually keep hidden. But that's where the **real value** is.

I have also found her ability to **synthesize information** and identify **meaningful themes** is excellent. We worked on defining my "why" and after a 2-hour session, she had distilled everything to a very accurate and meaningful picture with tangible take-aways.

Lauren is also very pleasant and an **excellent all-around human being!** I wish her the absolute best!



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Review

BY
SUSAN BIGLER

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On Saturday, I spent time with Lauren Hoffman, MSHR, CPC in a **WHY Discovery Session**. Through this experience, she created a **safe space** for me to share life stories that shaped me, **found patterns** in my life that led to my WHY (my #purpose statement) and HOW do I live that purpose out.

While not completely surprised by her insights of WHY (I'm very self-aware due to years of counseling), this session gave me **clarity around the HOW**.

I walked away feeling **energized**, and **excited** to put those "HOWs" into practice through my workshops with #Biggerthanlife.

I **highly recommend** spending time with Lauren and going through this exercise with her—you will surely learn something new about yourself!



”





LEAD WITH YOUR *Strengths*

THE 3 PHASES OF THE PROCESS

Clarity. Strengths. Impact.

A CliftonStrengths® journey of self-discovery, clarity, and impact.

THIS PROCESS IS
BUILT AROUND

 CliftonStrengths®

Unlock what's right.
Maximize what's strong.

1

DISCOVER

Uncover What's Naturally You



We begin by uncovering what matters most—your **CliftonStrengths**, experiences, and true motivation.

-  Complete CliftonStrengths® 34 Assessment
-  Explore your unique pattern of talents
-  Identify what energizes you and what drains you

Outcome: Self-awareness and clarity about who you are at your best.

2

UNDERSTAND

Make Sense of Your Strengths



We translate your **CliftonStrengths** into insight. You'll understand how your top talents:

- Show up in your daily life
- Work together to create results
- Influence how you lead, communicate, and make decisions
- Reveal your unique value and opportunities for growth

Outcome: Deeper insight into your strengths, themes, and how they work together.

3

TAKE ACTION

Apply Your Strengths with Intention



We turn insight into **intentional action**.

-  Make better decisions that align with your strengths
-  Lead with confidence and authenticity
-  Build stronger relationships and teamwork
-  Create a clear plan to maximize your impact

Outcome: Intentional growth and a plan to lead, live, and perform at your highest potential.



This CliftonStrengths® process empowers you to discover **who you are**, understand how you lead, and create the **impact** you were meant to make.

*Discover.
Lead.
Leave a lasting ripple.*



THE QUESTIONS

Your Strengths

BEGIN TO ANSWER

Your CliftonStrengths® report doesn't just reveal your talents.
It opens the door to **better questions**.



When was the last time you **succeeded** without being able to explain exactly how you did it?



What comes so **naturally** to you that you assume it's easy for everyone else?



Could the thing that sometimes frustrates others actually be one of your **greatest talents**—operating without awareness?



Where are you investing enormous effort to achieve average results instead of leaning into your **natural strengths**?



Who brings out the **best in you**—and what strengths do they contribute that complement yours?



Which of your strengths consistently shows up when you're at your **absolute best**?



What **leadership opportunities** become possible when you intentionally apply your strengths every day?

*Know yourself.
Lead with purpose.
Create impact.*



TALENTS



IMPACT



STRENGTHS



PURPOSE



*When you
lead from your
strengths,
everything
changes.*



Great coaching isn't about giving answers.
It's about asking the questions that change the way you see yourself.

“

Review

BY
BLAKE COHEN

I had the fantastic opportunity to work with **Lauren Hoffman** in a professional capacity.

She assessed my professional strengths using the Clifton Strengths Finder, and was able to make recommendations to me, based on the findings, that have **changed the way I operate** on a regular basis, helped me **understand myself better**, and are helping me **lean into my strengths**.

She is **passionate, professional**, and **extremely knowledgeable**.

I could not recommend her more!

”



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Review

BY
MARCO FIORENTINO

What made the process valuable was that it was not generic career coaching. Lauren helped me look **honestly at my experiences, my fears, my doubts, and the patterns** that were holding me back. She also encouraged me to gather open feedback from people I had worked with throughout my career. That feedback was **incredibly validating**. It helped me realize that I was **not broken**, and that my career had **more strength, value, and consistency** than I was able to see at the time.

By the end of our work together, I had a much **clearer sense of who I was professionally, what I brought to the table, and what kind of roles I should be targeting**. Lauren encouraged me to aim higher, not smaller, and **that shift mattered**.

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INSPIRE

Lasting Change

LAUREN HOFFMAN

LEADERSHIP KEYNOTE SPEAKER

Gallup CliftonStrengths® Coach

Simon Sinek WHY Coach

Founder, Current Leadership Performance

BEYOND the *Wilderness*

NAVIGATING CHANGE.
BUILDING RESILIENCE.
LEADING WITH PURPOSE.

“ Leadership isn't about avoiding the wilderness.
It's about discovering who you become
while walking through it. ”



TRUSTED BY ORGANIZATIONS INCLUDING



Raleigh Metro



Martin County



HR SUMMIT



South Florida
Charter Chapter



CareerPro



GALLUP
CLIFTONSTRENGTHS®
COACH



SIMON SINEK
WHY COACH



10+ YEARS IN
LEADERSHIP
DEVELOPMENT



INTERACTIVE
KEYNOTE
EXPERIENCE

AUDIENCE OUTCOMES

- ✓ Build resilience during uncertainty and change
- ✓ Increase self-awareness and leadership confidence
- ✓ Strengthen trust and psychological safety
- ✓ Recognize and apply their natural strengths
- ✓ Transform setbacks into opportunities for growth
- ✓ Create meaningful, lasting leadership impact

WHAT AUDIENCES ARE SAYING

- “ It was interactive, actionable, and personable. Shared anecdotal insights that could be applied to improve resilience in the workplace. ”
– Jack Bowden
- “ This session has been incredibly valuable and for this reason, I highly recommend Lauren for future sessions. ”
– Jessica Roy, Piper's Landing Yacht & Country Club
- “ Helped build self-awareness. Love it. ”
– Lukas Robertson

WHY AUDIENCES REMEMBER LAUREN

- ✓ Authentic storytelling that creates connection
- ✓ Interactive engagement that sparks reflection
- ✓ Research-backed strategies that drive results
- ✓ Practical tools and takeaways they apply immediately
- ✓ Warm, engaging style that leaves a lasting impact

Let's create an experience YOUR AUDIENCE WILL REMEMBER.

WHY I CREATED *Current Leadership Performance*

I believe the greatest leaders aren't created by learning to act like someone else.
They're created by discovering who they already are.



MY PURPOSE

I create **meaningful human connection**

so that people discover who they are, lead with intention, and create a ripple effect that extends far beyond themselves.



MY MISSION

I help individuals, leaders, and organizations reconnect with their authentic **strengths**, discover the **purpose** that drives them, and lead with greater **clarity, confidence, and intention**.



MY VISION

I envision a world where leadership begins with self-awareness.
Where people understand their strengths before doubting themselves.
Where teams are built on trust, authenticity, and meaningful connection.
Where every person has the confidence to become the leader they were uniquely designed to be.

You were never meant to lead like someone else.

YOU WERE MEANT TO LEAD LIKE YOU.

WHAT I BELIEVE



Clarity
creates
confidence.



Purpose
creates
direction.



Strengths
create
momentum.



Connection
creates
trust.



Leadership
creates
ripples.

When people become aligned with who they are, *everything changes.*



They make
better decisions.



They build
stronger
relationships.



They communicate
with greater
authenticity.



They build
trust.



They create a ripple
effect that extends far
beyond themselves.

CURRENT LEADERSHIP PERFORMANCE

FROM SELF-AWARENESS TO LASTING IMPACT

I help individuals, leaders, teams, and organizations discover their strengths, lead with purpose, and create a ripple effect that extends far beyond themselves.



I DEVELOP INDIVIDUALS

Helping people discover their WHY, understand their strengths, and lead with authenticity.

- 📍 WHY Discovery
- 🌟 CliftonStrengths Coaching
- 👤 Executive Coaching
- 🧭 The Current Compass™
- 🧠 Positive Intelligence
- 📈 Career & Leadership Coaching



I DEVELOP LEADERS

Equipping leaders with the self-awareness and practical skills to build trust, navigate change, and inspire others.

- 👤 New Leader Development
- 🌱 Emerging Leader Programs
- 👤 Leadership Coaching
- 🎤 Beyond the Wilderness™ Keynote
- 📊 Leadership Workshops
- 💬 Communication & Influence



I DEVELOP TEAMS

Building teams that understand one another's strengths, communicate effectively, and perform at a higher level.

- 🌟 CliftonStrengths Team Workshops
- 🤝 Team Dynamics & Collaboration
- 🛡️ Psychological Safety
- 🎯 Trust & Accountability
- 👤 Leadership Team Retreats



I TRANSFORM ORGANIZATIONS

Creating cultures where people thrive because leadership begins with self-awareness.

- 👤 Culture & Engagement Initiatives
- 🏛️ Organizational Development
- 🔄 Change Leadership
- 🎓 Leadership Academies
- 📁 Early Career Development Programs
- 📖 Custom Learning Experiences

My Philosophy



CLARITY
creates
confidence.



PURPOSE
creates
direction.



STRENGTHS
create
momentum.



CONNECTION
creates
trust.



LEADERSHIP
creates
ripples.

*Discover your Current.
Lead with intention.
Leave a lasting ripple.*