

# Vendor Focus

## Featuring: Darcy Luoma Coaching & Consulting, LLC

*Written By: Keith Wohlfert, Contributing Writer*

Darcy Luoma has enjoyed a close relationship with town government in Wisconsin for many decades. From 2001 through 2013 she was the director for U.S. Senator Herb Kohl, where she organized town hall meetings and spoke on the Senator's behalf at numerous events, including being a

mom to her two spunky daughters, Josie and Jady.

Darcy's company focuses on creating high-performing people and teams through coaching, speaking, and consulting. Darcy and her team have over 100 years of combined experience working with individuals, teams, organizations, and local government boards. They bring diverse backgrounds, experiences and credentials in their



familiar face at Wisconsin Towns Association (WTA) county unit meetings. If it seems like you just saw Darcy, perhaps you remember her keynote address from the 2019 WTA Annual Convention at the Kalahari Resort in Lake Delton last October titled, Pause-Think-Act: Build Your Thoughtfully Fit® Core. She and WTA Executive Director Mike Koles have enjoyed a professional work relationship for many years.

commitment to help clients reach their goals. The DLCC team focuses on leadership development, improving communication, and working through conflict in a positive way. Their services are tailor-made for every client's unique individual needs, whether it is a team building retreat, leadership coaching, or a training session.

Darcy is a master certified coach, dynamic facilitator, and an engaging motivational speaker. Her expertise lies in many areas, including leadership, team development, conflict resolution and helping individuals increase their emotional intelligence and personal effectiveness. She designed the ICF accredited Certified Professional Coaching certificate program at UW-Madison, served as the Lead Instructor for five years, and is now the Director of Training and Curriculum. She created her namesake business, Darcy Luoma Coaching & Consulting, LLC (DLCC) in 2013 when Senator Kohl retired. However, Darcy's favorite job of all is being



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Articles such as this are scheduled several months in advance of the publication date. It is, therefore, by good fortune that this particular story should appear during the coronavirus pandemic. In our interview, Darcy discussed the challenges we are all facing as we learn to adjust to social distancing and drastic changes in our work and home lifestyle. Kids are not in school. People are working from home, or not working at all. We miss socializing with family, friends, and co-workers. Many businesses are closed or severely limited in their services. It is uncharted waters for all of us. It's stressful, to say the least.



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Darcy and I discussed how to best handle the struggles that we are all dealing with. She said it's important to find a way to be honest about what we are experiencing while also recognizing that everyone is having a different experience.

As she put it, “We can talk. We can laugh. We can feel sad and grateful at the same time. We can't control everything that happens to us, but we can always choose how we want to respond.” One specific strategy is to build your Thoughtfully Fit core and Pause. Think. Act. If you're feeling like you're feeling frustrated or annoyed, pause. Take a moment to think and ask yourself some questions. What do I need here? How do I want to show up at this moment? And then act intentionally.

Through decades of experience, Darcy has learned that if you want strong relationships,

effective teams, more internal peace and greater success you need to be Thoughtfully Fit®, a

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model she created based on thousands of hours of coaching individuals and teams. When you are Thoughtfully Fit, it is easier to have tough conversations and handle difficult situations (not just during global pandemics!). However, just like with physical fitness, you need to work at it.

DLCC coaches and consultants can help you and your team identify areas where you need more practice and create a plan of action. Being Thoughtfully Fit will help you lead yourself, as well as your relationships with others, by improving your ability to communicate and effectively handle conflict by acting mindfully and intentionally.

Please take a few minutes to visit the DLCC website at [www.DarcyLuoma.com](http://www.DarcyLuoma.com) as another tool in your tool kit to help you and your board be more effective. There are articles and videos that will help you better understand how to lead during a crisis, effectively handle organizational changes, and deal with communication issues. During these incredibly challenging times, Darcy would love to hear from you to explore ways she can help you and your team be higher performing and more Thoughtfully Fit.®

The DLCC team has delivered keynotes and training sessions on dozens of topics:

- Developing Leaders
- Improving Communication
- Resolving Conflict
- Building Teams
- Creating a Coaching Culture
- Being Thoughtfully Fit®