



## Christopher W. Coultas Promoted to Vice President, Product Innovation, of Leadership Worth Following, LLC



Dallas – January 4, 2021 – Christopher W. Coultas, PhD, has been named vice president, product innovation, of Leadership Worth Following, LLC (LWF), a Dallas-based leadership consulting firm. LWF's team of consulting psychologists helps businesses identify and develop leadership worth following through innovative leadership assessment, coaching, development, and talent planning services.

Dr. Coultas joined LWF in 2014 as a prestigious Rodney L. Lowman Fellow in Consulting Psychology Research. After completing the fellowship, he was promoted to manager, then most recently director, of science and research. In those roles, his inquisitiveness led him to explore how values and motives influence executive performance, and to the creation of the DRiV™, a cutting-edge assessment tool that measures “what drives” and “what drains” leaders. Dr. Coultas’ success with the DRiV earned praise:

---

*“As a member of the LWF Science Advisory Board, I watched the development of the DRiV from a ringside seat. Starting from an innovative idea about motivation, Chris and his team wrote and trialed assessment items, conducted a large-scale validation, designed and implemented an attractive and informative report, wrote a supporting book, and developed training and implementation programs in record time. In my 30+ years in the assessment product development business, I have rarely seen so much high-quality work accomplished in so little time. Truly an impressive effort.”*

– Bruce Sevy, PhD, Member of LWF Science Advisory Board, and formerly Sr. Director, KF Assessment at Korn Ferry (KF) International (previously PDI), responsible for a broad array of talent analytics products and related services, and Midwest Region Practice Leader at Hay Group in Chicago, and VP Product Consulting and VP Sales and Marketing at SHL.

---

As a professional in the field of consulting psychology, Dr. Coultas has also distinguished himself; he has made many contributions that have been noticed and appreciated by well-respected thought leaders:

*“The field of consulting psychology has greatly needed new exemplars of the science-practitioner model. Chris Coultas is the genuine article in a field in major need of more such high achievers. Although still early in his career, Chris’ contributions have already been prolific, demonstrating impact on our field in both research and practice.”*

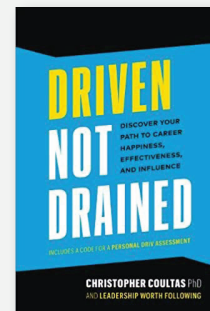
– Rodney L. Lowman, PhD, Lead Director, LWF Science Advisory Board, and President, Lowman & Richardson/ Consulting Psychologists, PC and Distinguished Professor Emeritus, CSPP/Alliant International U., San Diego

Asked about his hopes for this new role, Dr. Coultas remarks, *“I believe that LWF has shown an amazing capacity for innovation, an amazing commitment to innovation, and the character to innovate to change the world.”* He notes, *“With innovation such a core part of me, I am grateful to take on a role where I can continue to assist LWF’s pioneering work in the field of leadership assessment and development.”*

Dale Thompson, LWF’s founder and CEO, and Myranda Grahek, LWF’s president, jointly state, *“LWF is grateful to have Chris’ strong vision, intelligence, creativity, and innovative spirit on our team.”* They conclude, *“We are counting on him to help lead LWF to ever more innovation and impact on the practice of leadership.”*

Chris Coultas’ new book, *Driven Not Drained*, offers powerful tools for enhancing your self-awareness and capacity to work with and lead others. For ambitious people who want not only to stay engaged but to thrive, *Driven Not Drained* is an invaluable development tool.

Click [here](#) to purchase on Amazon.



### About Christopher W. Coultas, PhD

Dr. Coultas graduated from the University of Central Florida (UCF) in 2014 with master and PhD degrees in industrial and organizational psychology. During his tenure at UCF, he worked at the Institute for Simulation and Training under Dr. Eduardo Salas, where he conducted research on teams, training, culture, leadership, leadership development, and coaching. He authored several peer-reviewed publications on coaching, leadership, and teams, and successfully authored a major research grant on coaching effectiveness that was funded by the Society for Human Resource Management. He also has two bachelor of science degrees from Liberty University in religion and counseling psychology. He is currently the incoming Head of Research for the Society of Consulting Psychology, and also affiliated with the Society of Industrial Organizational Psychology, and Quantitative and Qualitative Methods, all divisions of the American Psychological Association.

### About Leadership Worth Following

Leadership Worth Following, LLC, is a Dallas-based leadership consulting firm committed to “Changing Leadership and Changing the World” through a combination of Great Science and Great Consulting. For over a decade, clients have trusted LWF to help them identify and develop leadership worth following. The firm serves a wide range of large and small, private and public, award-winning companies and organizations in the technology, healthcare, retail, transportation, and service sectors.

Leadership Worth Following, LLC  
5605 N. MacArthur Blvd – Ste 760  
Irving, TX 75038  
214-260-8001  
[www.worthyleadership.com](http://www.worthyleadership.com)

### Contact

Dale Thompson, PhD, Leadership Worth Following  
(214) 260-8007 or [dale@worthyleadership.com](mailto:dale@worthyleadership.com)