



Amy Kay Watson, MCC

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*Master Certified Coach (MCC) | M.Div. | Leadership Expert |
Empathy-Driven Performance Specialist*

Get Results Without Doing Damage

Amy Kay Watson, M.Div., MCC, is a Master Certified Coach and a sought-after speaker in empathy-driven leadership and performance improvement. She helps purpose-driven professionals balance accountability with compassion—especially in high-pressure, high-stakes roles. With a background spanning chaplaincy, corporate management, and over 3,600 coaching hours, Amy brings rare insight and practical wisdom to every stage and conversation.

From tech teams to retail supervisors, nonprofit leaders to military managers, Amy coaches and trains the people traditional development programs often overlook—helping them hold people accountable without becoming harsh, and lead with clarity without losing their humanity.

Speaker Style

Amy blends emotional intelligence with actionable leadership tools. Her sessions are grounded, relatable, and always rooted in the reality of managing humans—especially when things get tough. She's known for creating a calm, thoughtful presence that challenges and equips leaders without overwhelming them.

Testimonial

"I would recommend Amy as a speaker for any organization looking to think beyond the status quo and step into meaningful, growth-oriented conversations. She brings a rare mix of kindness, intelligence, and insight that makes people feel both safe and challenged."

Megan Hall, MS-HRM, CDCA · HR Director, People & Culture Leader · \$80M+ Healthcare Organization

Signature Topics

- **Leading Change with Empathy and Accountability.** This session gives leaders a practical framework for holding both the human side and the operational side of change — at the same time, without sacrificing either.
- **Hold the Line: A Practical Framework for High-Stakes Leadership Conversations.** This session introduces the VCN Framework — a structured, field-tested protocol for navigating high-stakes conversations in a way that restores accountability without damaging the relationship.

Past Experience Includes



Connect or Book Amy

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Website: amykaywatson.com

Demo Reel: <https://youtu.be/-z1Ptp4Useo>

Book a Call:

<https://calendaramykaywatson.as.me/Speaking-Exploration>