



## CONSULTANT PROFILE

### APRIL M. LYNCH

April launched her local government career in 1996 taking detours, twists, and turns into local government leadership roles, with her latest position as a Deputy County Executive for Oakland County, the second largest County in Michigan. April's passion for community building starts with a strong, willing, innovative, and driven organization that values diversity, equity, and inclusion for each and every resident they serve.

#### YEARS EXPERIENCE

30

#### EDUCATION

MASTER OF BUSINESS-  
HUMAN RESOURCES-  
BAKER COLLEGE

BACHELOR OF  
SCIENCE,  
COMMUNICATIONS-  
GRAND VALLEY STATE  
UNIVERSITY

#### SPECIAL EXPERTISE

ORGANIZATIONAL  
EXCELLENCE

LEADERSHIP  
COACHING

DIVERSITY, EQUITY,  
AND INCLUSION

ENGAGEMENT/  
FACILITATION

BUDGET  
MANAGEMENT &  
DEVELOPMENT

STRATEGIC PLANNING

#### Relevant Experience:

- Deputy County Executive, Oakland County
- City Manager, City of Ferndale
- Assistant City Manager/HR Director, City of Ypsilanti
- Assistant to City Manager/HR Director, City of Grand Haven
- Lecturer for Oakland University – MPA for Local Government

#### Relevant Expertise:

- Extensive experience in leading small and large teams
- Prioritizing and managing community input and involvement in multiple master plans, strategic planning processes, as well as, budget development and prioritization
- Leading communities in environmentally sustainable planning for both the organization and the community
- Creating and Delivering Training on Multiple Topics for Organizations
- Process improvement and efficiency modeling
- Facilitation of organization-wide staff, leadership, and elected official retreats

#### Relevant Certifications:

- Feilding Institute-Coaching Certification in Executive Leadership
- DiversityFirst Certification, National Diversity Council
- Urban Sustainability Directors Network – Diversity Foundations
- Human Resources Certification Institute – Diversity Certification
- SHRM-SPHR (Senior Professional in Human Resources)

A Definitive Decision.  
**WHY CHOOSE US**



Prioritizing partnerships with authentic leaders who share our vision, purpose, and values of creating better communities for the future is paramount to us. Going above and beyond is in our team's DNA and essential to sustainable long-term progress. Double Haul Solutions can tailor its project teams to your unique needs and requirements.

# EXECUTIVE COACHING SERVICES

## What Executive Coaching Is & What It Is Not

Executive coaching is a professional development strategy that helps executives and other executive-level employees improve their leadership and management performance. Coaches are an extension of talent development with the goal of helping individuals improve self-awareness, emotional intelligence, and the capacity to influence others.

Executive coaches do not aim to fix individuals, as that process begins with yourself. Executive coaching differs from counseling, therapy, or consulting because its purpose is to serve as a career accelerator, helping you enhance your problem-solving abilities, envision bigger goals, and cultivate a stronger presence within your organization.

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## April's Approach to Coaching Local Government Professionals

My executive coaching philosophy is anchored in the belief that leadership within the public sector is not just about managing resources but transforming them. With over two decades of experience in various leadership roles, I am dedicated to helping leaders harness their potential to effect substantial, positive changes in their organizations and communities. My own leadership was immensely shaped by an executive coach during my tenure with MME, an experience so transformative that it inspired me to guide other municipal executives on a similar path.

My coaching approach is highly personalized and interactive, ensuring that each coaching session is unique to the individual and their needs. I employ a blend of theoretical knowledge and practical insights, drawing on my experience as an executive in the public sector, as well as, an academic background in both organizational development and executive coaching.

For many, executive coaching is part of their mental wellness. For me, coaching is about providing a level of support that nurtures your growth every step of the way and helps you navigate the complexities of public service with confidence and foresight.

