

ERICA L. ROBERTS

Business + Leadership Coach

President and Lead Coach | Equip2Achieve
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Equip2Achieve
CAPABILITY • ALIGNMENT • IMPACT
Equip the Leaders • Align the Teams • Achieve the Results

Operating Consultant | Executive Leadership Coach | Team Alignment | Fractional Leadership | Certified Facilitator

COACHING & CREDENTIALS

Coach Training
66 hours of executive coach training, College of Executive Coaching, an ICF-accredited coach training provider. Pursuing ICF Associate Certified Coach (ACC) credential.

Personal Credentials
Prosci® Certified Change Practitioner
Change Style Indicator® Certified
EQ-i 2.0® and EQ 360® Certified
Everything DiSC® Certified Practitioner
The Five Behaviors® Certified Practitioner
The 6 Types of Working Genius™ Certified Facilitator.

Additional Assessments & Training
MBTI® II & CPI 260® Authorized
Leadership Challenge: LPI® 360 Authorized
IASSC Certified Lean Leader

NATIONAL + REGIONAL SPEAKER

Leadership competencies, team effectiveness, business value drivers and operating clarity

EDUCATION

University of Wisconsin–Eau Claire
B.S., Organizational Communication; Human Resources coursework

University of Wisconsin–Stout
M.S., Training & Human Resource Development

PROFESSIONAL ASSOCIATIONS

TEMPO Milwaukee
Women in Manufacturing
Exit Planning Institute, Wisconsin Chapter
The ESOP Association
Association for Corporate Growth (ACG)
Association for Talent Development (ATD)
SHRM (National)
International Coaching Federation (ICF)

RESOURCE MEMBERSHIPS

ITR Economics; Harvard Business Review; Chief Executive; Prosci-Premier

PREVIOUSLY HELD

Certified Pinnacle Business Guide; Value Builder Advisor; Senior Professional in Human Resources (SPHR), HRCI

LEADERSHIP STYLE

DiSC Style: Di | MBTI: ESTJ
Working Genius™: DG-WE-IT
Predictive Index (PI): Captain
CliftonStrengths: Connectedness, Responsibility, Arranger, Relator, Significance
StandOut: Connector/Provider

Erica L. Roberts knows how much a leader carries, and how valuable it is to have someone who understands. As President and Lead Coach of Equip2Achieve, she brings executive experience, genuine curiosity, and personal investment in helping leaders see what matters, trust their strengths, and turn priorities into progress.

She has been in the seat

Across a career of more than 30 years, Erica has owned P&Ls, improved operations, implemented ISO quality systems, sponsored major capital projects, designed compensation and benefits programs, developed talent, built leadership teams, and integrated acquisitions. She understands translating strategy into priorities, balancing investment with resources, addressing performance, and guiding people through change. Whether you lead an organization, a function, a team, or people for the first time, she understands the responsibility of delivering results through others while continuing to grow yourself.

A partner who cares enough to challenge you

Erica brings warmth, energy, and candor to the business and the person leading it. She listens, asks questions that uncover what matters, and helps you recognize strengths and challenge assumptions. As a coach, she develops your insight and judgment; as an advisor, she offers experience, practical options, and honest trade-offs. She connects the broader business picture with everyday decisions and difficult conversations. Expect encouragement without avoiding hard things, accountability without blame, and an engaged partner who keeps ownership in your hands.

Why this work matters

Erica built Equip2Achieve around a career-shaped belief: *high-performing organizations have high-performing cultures, led by high-performing leaders.* This matters to Erica because leadership shapes people's everyday experience and what organizations achieve. She equips leaders with insight, structure, and practical support to lead with clarity, build capability, bring people through change, and build the momentum of a high-performing organization with a thriving culture. Seeing a leader handle a difficult moment differently, a team taking shared ownership, and progress holding beyond the conversation makes the work meaningful.

Erica lives in Waukesha and enjoys family time with her husband, Andy, and two adult children. Summer includes spending time on Washington Island, and in the fall at college football games. Hobbies include boating, skiing, travel, plus finding the local breweries and wineries to enjoy.

Turn Priorities into Progress | eroberts@equip2achieve.com | 262.422.3883 | Waukesha, Wisconsin

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