



Stephanie Appel

Stephanie Appel loves having conversations that move people closer to their lifetime goals.

Whether speaking to a single entrepreneur or a room filled with entrepreneurs, Stephanie Appel loves interacting with people who are committed to creating a bigger future.

Her role as a salesperson and speaker for Strategic Coach® gives her the opportunity to do this all day long—speaking with successful entrepreneurs about their goals, their challenges, and what’s happening in their lives as they pursue their dreams. These deep and useful conversations are why she loves what she does.

“The people we work with are the best of the best, so when I’m talking to a prospective client or an audience member, I know they’re probably already a pretty

amazing businessperson and a great thinker. When they say, ‘I know there’s more, but I just don’t know how to get there, and I want help,’ it tells me that they’re a life-long learner—and those are the most exciting and fun people to interact with.”

From there, she’s able to ask questions and use Strategic Coach tools to generate insights that make the next step both clear and inviting.

Stephanie has been with Strategic Coach since 2008. Before that, she was an award-winning salesperson for R.H. Donnelley—until she realized that she was looking for something more entrepreneurial. She trained to be a life coach and launched her own business, and when the chance came to work with Strategic Coach, she saw it as the ideal blend of her sales and coaching skills. “I get both,” she says, “so it’s perfect. I’m very happy.”

She and her husband live in Chicago and love the city, making the most of its many great restaurants. In the summer, they enjoy hiking, beach volleyball, and bike riding, and take part in sporting challenges for fundraising events.

