

MARCUS STRAUB

LEADERSHIP PHILOSOPHY & MEDIA PROFILE

**Leadership Development Specialist | Executive Coach | Speaker
CEO & Founder | LIG Coaching & Consulting**



Helping People Better Understand Themselves So They Can Live, Lead, and Relate with Greater Intention.

For more than 23 years, Marcus Straub has worked alongside individuals, couples, leaders, teams, and organizations helping them navigate change, strengthen relationships, and create meaningful, lasting growth.

His work is built on a simple belief:

People don't need more information. They need greater understanding of themselves—and practical ways to intentionally live what they discover.

That philosophy has shaped every aspect of LIG Coaching & Consulting, from executive coaching and leadership development to communication training, assessment integration, practitioner mentorship, and organizational culture consulting.

Leadership Philosophy



**Observe
Yourself**



**Understand
Yourself**



**Align
Your Life**



**Live
Intentionally**



**Create
Lasting Impact**

Marcus believes meaningful change doesn't happen because we acquire more information. It happens when we intentionally integrate what we learn into the way we think, communicate, lead, and build relationships.

AREAS OF EXPERTISE

- Leadership Development
- Executive & Leadership Coaching
- Organizational Culture
- Assessment-Based Development
- Communication & Listening with Integrity™
- Relationship Development
- Practitioner Mentorship
- Human Behavior & Personal Growth

"Lasting change doesn't happen because we know more. It happens because we intentionally live what we know."

Marcus Straub

CAREER HIGHLIGHTS

- International Coach of the Year (2011)
- TTISI Contributor of the Year (2026)
- More than two decades coaching individuals, leaders, and organizations
- Certified in DISC®, Driving Forces®, Emotional Intelligence (EQ), ACI, DNA, Multi-Science, and Eight Factors of Engagement (8FE), Indigo Insights®



SIGNATURE FRAMEWORKS & PROGRAMS

Proprietary Frameworks

- Listening with Integrity™
- TDSF™
- CSR™



Signature Programs

- The Aligned Individual™
- The Connected Relationship™
- The Intentional Leader™
- The Caring Company™
- LIG Mentorship Academy

MARCUS'S PERSPECTIVE

Information may spark awareness, but lasting change begins when we intentionally live what we know.

CONNECT

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