

Chérie Carter-Scott, Ph.D. MCC, "The Mother of Coaching"

What Sets Dr. Chérie Apart:

- The Original coach & coach trainer since 1974
- NY Times and Amazon #1 Bestselling author
- Frequent guest on Oprah
- Media Personality
- Global CEO for 45 years Consulting, Training, and Coaching Globally
- Behavioral Scientist
- Ph.D. In Organizational Development
- Master Certified Coach by the ICF (International Coach Federation)
- *LEAP* executive producer & featured on-camera coach 2018 (Amazon)
- Curriculum Designer of soft skill Content
- Writer, composer & lyricist of *The Workshop, A Dress Rehearsal for Life!* Musical
- Author of 17 book titles (drcherie.com)
- Licensor of Intellectual Property globally
- Pioneer in every field she touches
- Fortune 500 clients globally
- Professor at Antioch and Webster Universities
- Expat experience living in Asia and Europe
- Instrument-rated private pilot license
- PADI certified scuba diver
- Developed and filmed her own content for 130 Virtual Training modules (LSVT.com)
- Is a long-term business partner, mother, grandmother, and wife



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Details Below

1. The Original coach & coach trainer since 1974

In October, 1974 Lloyd D., a friend and colleague asked Cherie if she would help him with his business. She was clear on one thing...that she didn't know the answers for anyone. Strangely enough, this is exactly what Lloyd was looking for. Cherie was curious, compassionate, courageous, confrontive, yet kind. In that session on October 15, 1974 in San Francisco, the coaching profession was officially born.

2. NY Times and Amazon #1 Bestselling author

In 1998, Cherie through Broadway Books, a division of Random House published *If Life is a Game, These are the Rules: Ten Rules for Being Human*. It went to #1 on all the lists and then was translated and sold in 40 languages around the world. This added a multi-cultural dimension to the success of her "Modeled Book."

3. Frequent guest on Oprah

Cherie was on Oprah with *Negaholics, How to Overcome Negativity and Turn Your Life Around*, which was licensed by NSG who productized and marketed her concepts and materials throughout the US and Canada. Then she was invited back with *If Life is a Game* and through "Change Your Life TV," Oprah turned the entire show over to Cherie to coach audience members live on camera. The audience loved her coaching along with Cherie's presence. Life changed and Cherie and her book were out of the shadows and into the light!

4. Media Personality

In 1989, Cherie experienced media training in LA. This prepared her for the multitude of interviews on satellite TV, national programs like The Today Show, CNN, O'Reilly, The Other Half, Sally Jesse Raphael, Jenny Jones, and the global media tours that followed the publication of her books around the world, in US, China, Italy, Czech Republic, The Netherlands, Germany, and Finland. Dr. Cherie has worked on 5 continents in over 30 countries.

5. Global CEO for 45 years Consulting, Training, and Coaching Globally

In order to coach CEO's, Cherie needed to know from the inside out what it means to be at the helm. Running a global business on three continents with her sister, her husband and their licensed business partners has stretched them to learn and work with multi-cultural diversity and to bring the soft skills of coaching and training to countries around the world. For example, the MMS Coach Training partner in Vietnam, LCV is the #1 coaching school in the entire country. MMS' Clients include: Her clients include Fortune 500 organizations. Better Homes and Gardens Magazine, Burger King, Chicken Soup for the Soul Enterprises, Cigna Healthcare, Estee Lauder, CH, FMC, Ford Motor Company, Genpact Corporation, KPMG Thailand, GTE/GTEL, Hyperion Solutions, MGM Resorts, Meredith Corporation, Montecito Bank and trust, Pandora Production Thailand, Platinum Technologies, Republic Indemnity Corporation, US Air National Guard, ThyssenKrupp, Covestro, Unilever, and Vitallife Corporation.

6. Behavioral Scientist

Her original research in overcoming Negativity started in 1974 and was formalized in 1989 with the publication of her book, *Negaholics*. She is a pioneer in human development who laid the groundwork in overcoming negativity and helping individuals and organizations realize their dreams. Her work in coaching and the training of coaches is unrivaled.

7. Ph.D. In Organizational Development

Carter-Scott attended [Convent of the Sacred Heart](#) in [New York City](#), and briefly boarded at [Sacred Heart](#) in [Greenwich, Connecticut](#). She attended [Bradford College](#) in [Massachusetts](#), followed by the University of Dijon, in France, then the [University of Denver](#) where she received her BA in theatre

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arts and education; then she attended the [University of Minnesota](#) graduate school in theatre, and [Fielding Graduate University](#) in [Santa Barbara](#) where she received her MA and Ph.D. in 1994, in Human and Organizational Development. Dr. Carter-Scott finally received the recognition of her pioneer and breakthrough work that she had been conducting since 1974.

8. Master Certified Coach by the ICF (International Coach Federation)

In 2013, she received her Master Certified Coaching credential from the International Coach Federation (ICF). Her organization, MMS Institute received the ICF accreditation as a school authorized by the ICF to teach and train students globally. This has proven effective with the conferring of status on individuals licensed to conduct the MMS work in their areas of the world.

9. *LEAP* executive producer & featured on-camera coach 2018 (Amazon)

Dr. Carter-Scott is executive producer of, [LII](#) and was featured in *LEAP!*, a feature-length documentary on coaching that tracks the lives of 4 individuals and the transformation they experience during one year through the coaching process. *LEAP* was released in 2018 and has been nominated for 9 film festivals. It has won 5 awards! (Amazon and iTunes)

10. Curriculum Designer of soft skill Content

- Change Management
- Coaching Skills for HR
- Employee Engagement
- Employee Owned Change (EOC)
- Feedback
- Inner Negotiation Workshop
- Leadership Training
- Legendary Customer Service
- Master Class: Train the Trainer
- MMS Coach Training (60 hours and 125 hours)
- Negaholics
- Presentation Skills
- Self-management
- Stress management
- Teambuilding
- Teen Inner Negotiation Workshop
- Women in Leadership
- Working in Harmony (Diversity Training)

In addition her **Virtual Training** Courses:

- Coach Training
- Communication Skills
- Customer Service
- Diversity
- Employee Growth
- HR Leadership
- Interviewing Skills
- Management Development
- Performance Appraisal
- Time Management

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11. Writer, composer & lyricist of *The Workshop, A Dress Rehearsal for Life!* (Musical)

Carter-Scott is also the co-writer, songwriter, lyricist, and executive producer for the original musical *The Workshop, a Dress Rehearsal for Life!* that premieres in Bangkok, Thailand, May 2019. The musical features 11 highly diverse participants, each of them with different challenges, who come together for a personal development workshop that will support them in discovering their blind spot and overcome their current obstacles. The musical is tightly linked to Dr. Carter Scott's coaching methodology since the workshop that takes place on a thrust stage is based on one of Dr. Carter Scott's courses, the Inner Negotiation Workshop.

12. Author of 17 book titles (drcherie.com)

- ***The New Species***, her first book in 1977 she naively imagined would be the only book she would ever write.
- ***Negaholics***^[books 6]
- ***Corporate Negaholics***^[books 7]
- ***Negaholics No More!***^[books 8]
- ***Inner View***^[books 13]
- ***If Life Is A Game, These Are the Rules***^[books 1]
- ***If Love Is a Game, These Are the Rules***^[books 2]
- ***If Success Is a Game, These Are the Rules***^[books 3]
- ***If High School Is a Game, Here's How to Break the Rules***^[books 4]
- ***The Gift of Motherhood***^[books 5]
- ***Waves of Change***^[books 9]
- ***The Art of Giving***^[books 10]
- ***Baby Boomer's Bible to Life After Fifty***^[books 11]
- ***Become One***^[books 14]
- ***If Life Is a Game, These Are the Stories***^[books 15]
- ***What's Your Message?***
- ***Mainstream Mindfulness***

In total she has produced 61 works in 172 publications in 40 languages and 6,485 library holdings^[2]

She has chapters in various books including, *Coaching and Mentoring in the Asia Pacific*

13. Licensor of Intellectual Property globally

With NSG eagerly requesting to be licensed to represent the Negaholic content, the licensing program was launched in 1998. Next was a client in The Netherlands in 2000 that requested to be licensed to promote, produce, and present the MMS courses in Holland. Following this was Switzerland, Singapore, Hungary, Vietnam, Thailand, and the list grows daily.

14. Pioneer in every field she touches

At Bradford College, Cherie asked if she, as a student, could produce and direct a production. She was told that since the start of the college in 1803 this had never been sanctioned. Cherie promptly initiated contact with Megan Terry, writer of *Comings and Goings* and bought the rights to her play. Cherie conducted auditions in Haverhill, Mass and then proceeded to launch the first student produced and directed production in the history of the college. In 1979, she approached Viacom about her concept for a TV show. She was met with skeptical rebuke, yet she persisted. The result

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was 26-half hour shows titled, Inner View. Her guests included Daniel and Patricia Elsberg, Jerry Jampolsky (Love is Letting Go of Fear), Thomas Gordon (Parent Effectiveness Training), Helga Howie (designer), Willie Brown (SF politician), Dr. Richard Litwin (ophthamologist in 3rd world countries & Berkeley), and many others. Her purpose was to demonstrate that the media could do more than entertain and educate, that it could inspire the viewer to believe in him/herself.

In 1985, Lynn, Cherie's sister and she started "Extended Family Services" a cultural exchange program across the globe which took 18-25 year-old young adults for a "Gap" year. The program selected, trained, and placed these young adults in families on the opposite side of the ocean to manage a household for busy executives, two-paycheck households, or single parents for one year. She pioneered the coaching industry in 1974 as the "Mother of Coaching."

She pioneered the coaching documentary in 2018.

She pioneered the first musical to use coaching in a theatrical production in 2019.

15. Fortune 500 clients globally

Dr. Carter-Scott's practical business background as an executive dealing with the complex cultural challenges of running a successful global organization focused on training and empowering coaches as licensees globally is her undeniable passion and purpose.

MGM Resorts, KPMG, Cigna Healthcare, Hyperion Solutions, Pandora Production Thailand, GTE, Republic Indemnity, are some of the long-term corporate clients with whom MMS has created changes in the corporate culture.

16. Professor at INSEAD, Antioch and Webster Universities

Dr. Cherie taught leadership, management, Organizational Behavior, and Coaching at these prestigious organizations for limited engagements because of other commitments.

17. Expat experience living in Asia and Europe

Cherie has lived in France, Switzerland, Netherlands, and Thailand as well as the US during her varied career.

18. Instrument-rated private pilot license

Cherie had a dream to fly a plane. Her commitment to her clients and to the coaching profession made it abundantly clear that she needed to lead by example. In 1998, she got the strong "Message" to take flying lessons.

19. PADI certified scuba diver

Cherie obtained her certification despite blocked ears and confirmation that she would never be able to scuba dive.

20. Developed and filmed her own content for 130 Virtual Training modules (LSVT.com)

With LSVT as a partner in Las Vegas, created the MMSVT.com online E-learning program

21. Is a mother, grandmother, and wife

Along with her varied and intense career, Dr. Cherie has also maintained key relationships with her family, friends, and clients. This is always a challenge when traveling over 150,000 miles per year on international flights to stay connected to those who really matter. She has done this along with listening to her deepest messages regarding fulfilling her purpose, accomplishing her goals, and being of service to the greatest number of people.