

# A Bigger Voice



## Carol Ross

Carol Ross, the founder of A Bigger Voice, is a “wisdom entrepreneur” with a gift for uncovering wisdom in unexpected places. She has a passion for mining the gold in life experiences to transform herself and others.

Carol was an engineer for over fifteen years, working for Exelon, Telcordia, US West, Lucent, and Avaya. Along the way, Carol learned how to create working environments that encourage the best from her colleagues. During her last years at Lucent and Avaya, she served as an internal organization development consultant, enabling change within large systems.

In 2003, she started Carol Ross and Associates LLC ([www.carolrossandassociates.com](http://www.carolrossandassociates.com)). Carol specialized in coaching boundary crossers: people who operate in multiple worlds but who fit wholly in none. Her work often entailed helping her clients give full expression to their remarkable wisdom. She also found that many of her clients were frustrated innovators with insight to improve systems, but without the tools to create a bigger voice and lasting change.

As a Bell Labs engineer, Carol developed telecommunications technology. Ironically, it wasn't until she applied technology for her own small business that she understood technology's real power. As a coach, Carol is a pioneer in the use of podcasting and blogging to connect with her audience. Her podcast credits include a career-development podcast for Northwestern University, and three other iTunes podcasts: “Leading With A Whole New Mind,” “Live Action Coaching” and “Conscious Living, Conscious Leaving.” She's been a blogger since 2005 and currently maintains three blogs: Ordinary Life, Extraordinary Living ([www.blog.carolrossandassociates.com](http://www.blog.carolrossandassociates.com)); Boundary Crosser ([www.boundarycrosser.com](http://www.boundarycrosser.com)); and A Bigger Voice ([www.abiggervoiceblog.com](http://www.abiggervoiceblog.com)).

In addition to blogging, Carol has written for HR.com, an online resource for human resource professionals. Her article, “Reflections of a Laid-Off Worker,” provided one of her first experiences with the full expression of remarkable wisdom. The article was cited as one of the top feature articles for HR.com in 2003.

Carol has been quoted by *The New York Times*, *Boston Globe*, *US News and World Report*, and *Body+ Soul*. Her past speaking engagements include the Net Impact conference and the Texas Conference for Women.

Carol is certified by the Coaches Training Institute and credentialed by the International Coach Federation (ICF). She has a B.S. in Chemical Engineering and a M.S. in Operations Research, both from Northwestern University. Carol lives near Boulder, Colorado, with her husband, Chip, and their two teenage sons.