

MEET CYNTHIA



Cynthia Goins is the principal of Motivations consulting firm, specializing in building high performance work teams & executive coaching. She has over 30 years of general management & consulting experience across various industries.

As a Life Coach & Executive Coach, Cynthia is dedicated to helping others identify their strengths, focus on their goals, & achieve their highest potential.

Cynthia's corporate experience includes Sara Lee Corporation & Duke Power Company (now Duke Energy). At Sara Lee, her last position was Senior Director of Human Resources with the Apparel Division, where she served as strategic HR partner with company presidents and general managers. At Duke Power Company, she worked in various management positions & served as Director of Human Resources.

Cynthia has proven organization development expertise in:

- Developing HR Strategy
- Designing & Implementing Strategic Recruitment & Retention Processes
- Change Management Processes
- Performance Management Programs (Performance Appraisal & Succession Planning/Career Development Systems)
- Driving Corporate Culture
- Diversity & Training

Cynthia earned a B.S. in Organizational Communications from the University of North Carolina at Greensboro and an MBA in Marketing from Wake Forest University. She is a mother of three daughters & lives in Raleigh, North Carolina with her husband.