



Alan Heymann, JD, PCC (he/him) has a knack for coaching fellow introverts, helping them find their superpowers in an extroverted world. Alan also specializes in coaching through transitions. He brings a warm, open and energetic presence to his coaching clients. To date, Alan has coached leaders who were born in 32 countries and work on 4 continents. His clients have spanned corporations (including the Fortune 50), nonprofit organizations, public utilities, federal, county and municipal governments.



Alan is the author of the book [Don't Just Have the Soup: 52 Analogies for Leadership, Coaching and Life](#). An expert communicator and engaging speaker, he spent more than two decades in public, government and nonprofit communications -- leading teams from 2 to more than 100 people. Inspired by a career transformation he brought about with the support of an executive coach, Alan founded Peaceful Direction in April 2019.

From 2015-19 and 2010-13, Alan served as an executive leader at DC Water. He was most recently the founding president of the utility's nonprofit spinoff, Blue Drop. In his first tour of duty, he was chief of external affairs, leading the effort to rebrand DC Water and reconnect with a skeptical public.

Alan was previously Vice President of Communications for The Humane Society of the United States. He also held various roles in the Government of the District of Columbia, including agency public information officer, mayoral speechwriter and legislative staffer. Earlier in his career, Alan was a television reporter, producer and anchor in his native Illinois.

Alan is a member of the Barker Adoption Foundation Board of Trustees. He's followed a plant-based diet since 2002, enjoys running half-marathons and lives with his family outside Washington, DC. He is the son and parent of immigrants to the United States.

Peaceful Direction is dedicated to supporting women, people of color and other groups historically underrepresented in Western leadership culture. Alan strives to bring principles of equity and justice into his work with all leaders.

Education: Executive Certificate in Leadership Coaching (Georgetown University)
Juris Doctorate (The George Washington University Law School)
Bachelor of Science in Journalism (Northwestern University)

Certifications: Hogan Assessments, Leadership Circle Profile 360, Designing Your Life, Everything DiSC, Certified Facilitator in the LEGO® SERIOUS PLAY® Method

