

Adrian Ruiz – Biography YDN

Executive Director
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MAXIMIZER • STRATEGIC • WOO • COMMUNICATION • IDEATION



Adrian Ruiz: Gallup Certified Strengths Coach and Executive Director of YDN.

Adrian is recognized throughout the state of California as one of the leading facilitators, coaches, and trainers of the strengths-based approach. He specializes in the areas of leadership development, team optimization, organizational climate and culture, and youth serving systems.

During the last eight years Adrian has successfully incorporated the strengths-based approach internally for the entire YDN organization. As a Gallup Certified Strengths Coach Adrian and his team created the Sacramento Strengths Based Institute (SBI) to assist organizations in becoming strengths-centered. The impact of the SBI is undeniable and evident in the fact that it was the catalyst to a local school district being awarded a \$10-million-dollar federal grant to become the first strengths-based school district in Northern California. Another result of Adrian's strengths-based coaching and facilitative, leadership technique can be found in the optimization of a local university department aligning their counseling and intake system to be strengths-based for all incoming freshmen.

Mr. Ruiz popularity as a strengths-based coach has enabled him the opportunity to work across systems and services. His clients include SMUD, Wells Fargo, VSP, Yolo County Office of Assessor/Clerk Recorder/Registrar of Voters, Nehemiah Emerging Leaders Program, and California Stewardship Network. He has presented, facilitated, and coached to thousands of professionals throughout the state. Many groups credit him for their culture transforming from a deficit based environment to a thriving community that uses their strengths to accomplish greatness every day.

Some people do this work for glory or for money but if you ask Adrian why he does it he will tell you that it is F-U-N! His trainings always create an engaging atmosphere where participants leave feeling more connected to themselves and to others while ready to NAME, CLAIM, and AIM their talents at the things that will make them happier and more successful.

