

Dr. Vickie Shields of Transformative Strategies Coaching Recently Featured on Close Up Radio

CLAYTON, WA, UNITED STATES, August 21, 2026 /EINPresswire.com/ -- When your work routine begins to feel more like a treadmill than a calling, you can easily begin to feel trapped by your own success. Dr. Vickie Shields, longtime higher education executive and founder of Transformative Strategies Coaching, understands this type of challenge and is dedicating her new practice to helping others find a fulfilling path forward.

From the halls of Nevada State University where she served as Provost and Executive Vice President, Dr. Shields has traded boardrooms and academic ceremonies for a quiet, sunlit office in the Pacific Northwest and culture-change consulting for organizations. Her new role? Life, career and executive coach, guiding leaders to reclaim their sense of purpose and chart fresh directions.



"Sometimes, it just feels like it's time for the next chapter to begin," explains Dr. Shields, reflecting on her own decision to leave her influential post. "Shortly after turning 60, I wanted to be closer to family, and I needed to take care of some health needs away from the pressure of full-time leadership. I wanted to focus on my favorite parts of my career which have always been mentoring, leadership development and culture change."

Dr. Shields launched her coaching practice as a natural extension of her career's most rewarding moments. Throughout three decades in academia, she became widely recognized for mentoring emerging talent and guiding positive culture shifts. Her leadership at Nevada State included building better policy, emergency preparedness. And primarily building trust and resilience

among faculty and staff. These experiences, she says, laid the foundation for her approach as a transformation coach.

"I've always gravitated to helping others rise through the ranks, especially women," notes Dr. Shields. "It's always incredibly satisfying to watch as someone steps into their authentic self, overcomes obstacles, and gets clarity on what they truly want from life and work."

Her coaching process centers on deep discovery and strategic personal planning, drawing from both academic research and deep intuitive insights. Shields specializes in working with clients who feel stuck, whether recovering from a career setback or facing that daunting "now what?" after reaching the top.

She recalls working with a client demoted from a high-level academic position. "She came in angry and determined to fight her way back," Shields remembers. "But I encouraged her to step back and ask, 'If you got everything you're fighting for, would you actually want it? Would getting that position back contribute to the ideal life you want for yourself and family?' That shift in perspective unlocked a wave of new opportunities for her and she's excited about the future again."

Dr. Shields' coaching is informed by a blend of scholarly rigor and personal insight. As a feminist media scholar, she taught courses on women in media, qualitative methods and communications. As the author of "Measuring Up: How Advertising Affects Self-Image," she explored how advertising and media images shape self-perception and confidence among both

Vickie Rutledge Shields, PhD
LIFE AND CAREER COACH FOR WOMEN



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women and men. She sees firsthand how early life experiences and societal messaging continue to shape professional confidence and decision-making long after childhood.

“Many of us, especially women, sideline our early joys and the lessons we learned from them,” says Shields. “But that’s where many of our best instincts and skills were forged. Whether it’s reading a room or navigating complex social dynamics, my role as a coach is to help clients reconnect with those roots and rediscover their own wisdom.”

Recent articles about her in Women’s World, Wellness Voice, and Valiant CEO highlight her philosophy, encouraging readers to draw from experiences throughout their lives, not just the moments after landing their first big job or promotion. She is also working on a new book titled, “The Wisdom You Already Carry: How Your Life Has Been Preparing You for What Comes Next.”

As she prepares for an upcoming consulting engagement with a major Kansas University where she will serve as a culture change agent for one of its largest academic units, Dr. Shields continues to expand her practice. Her legacy at Nevada State University endures: the Dr. Vickie Rutledge Shields Quiet Room in the campus library offers a peaceful retreat for students and faculty, which is a fitting tribute to her commitment to wellbeing and growth.

Her advice for those feeling boxed in by professional constraints? “Start by asking yourself where you really want to be and what you want your life to look like. When you can articulate that



vision from a place of authenticity, the path forward becomes clearer. What felt like a dead end can turn into a new beginning."

About Vickie Shields and Transformative Strategies Coaching

Dr. Vickie Shields is a life, career and executive coach and cultural change-agent based in eastern Washington, and the founder of Transformative Strategies Coaching. With a foundation of over 30 years of leadership in higher education, including Provost and Executive Vice President at Nevada State University, she specializes in guiding professionals and leaders toward clarity, confidence and authentic success. Dr. Shields is the author of "Measuring Up," and articles about her work has been featured in national publications including Women's World, Wellness Voice, and Valiant CEO.

Close Up Radio recently featured Vickie Shields, M.A., PhD, Life/Career/Executive Coach and founder of Transformative Strategies Coaching, in an interview with Jim Masters on Wednesday August 19th at 2pm Eastern

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For more information about Dr. Vickie Shields, please visit <https://www.transformative-strategies-coaching.com/>, <https://www.amazon.com/dp/0812217918/> and <https://www.worldwidewomensassociation.com/the-worldwide-womens-association-recognizes-vickie-shields/>

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