

Jim Upshaw



E-Colors:
Yellow / Red

Current position:
Senior Coach

When I joined Equilibria:
March 2010

Why I joined Equilibria:

For 24 years I have been designing, implementing and coaching leaders in the use of performance management systems. From Safety to Customer Service to Results Management, we worked hard to measure results and show the return on the client's investment. I felt that the systems were very important, but many times was at a loss as to why some leaders were better than others at leading their teams, getting results, and serving Customers. Not only did I have these questions and was looking for answers, but I felt like I was doing the "same stuff, different day", and was not Realizing my own Potential.

Then came Equilibria, that "great little company" that showed me what I was missing. From the first discussion with Lewis, his emphasis was on what the E-colors could do for both clients and ourselves, as we Realize our Potential together. It became clear that the E-colors will be the foundation of all other interactions, whether Safety, Efficiency, Teamwork, or Reliability, and that our coaching conversations become so much richer when we share the understanding of the E-colors language, with our families, each other, and our customers/clients. From the beginning, it was also all about the people in Equilibria. I remember asking Lewis, "So when am I going to meet an Equilibrian I don't like?" Not only are Equilibrians likeable folk, but they truly want to help, to work together, to see the company be successful, and to see every one of us Realize our Potential. I have also worked with companies whose Core Values are flowery words written on the wall. Not so with Equilibria. Taking care of Ourselves, Our Families, Each Other, and Our Clients is truly how we live the Values, and the priorities fit my own, making it a perfect fit!

My professional background:

James C. "Jim" Upshaw, president of Upshaw Performance Systems, has been in the management consulting business for 24 years, working throughout the United States and Canada facilitating strategic planning meetings, and implementing programs designed to enhance customer service and improve employee and managerial productivity.

Jim has worked in numerous industries including oil and gas, health care, public utilities, non-profit foundations, homebuilding, manufacturing, ski resorts, airlines, automobile dealerships, coal mining, lumber mills, and restaurants.

Prior to entering the performance improvement field, Jim was a manager for United Parcel Service, specializing in delivery driver productivity and customer service.

My educational background:

I graduated with honors from San Francisco State University with a Bachelor of Arts degree in Biology, with an emphasis in Physiology and Behavioral Biology. I earned a secondary teaching credential in Life Sciences at California State University, Sonoma. I taught middle school Life Science and was the director of the Sonoma County Youth Conservation Corps, coordinating work projects and outdoor education programs for high school students.

Over the last 24 years, I have continued my education, both formally and informally. I earned a DISC certification from Target Training Int'l. Influencer certification from the VitalSmarts organization, and see every conversation as an opportunity to add to my education.

My family and general interests/hobbies:

I have been married for 30 years to my best friend, Cyndy. We have raised two children together. Dan, 26, works in a restaurant in Los Angeles, while pursuing his passion for choral music, directing the music program at the International Church of Christ. Kelli, 21, is a senior at Seattle University, majoring in Public Affairs, with a minor in Environmental Studies. We are now enjoying the "empty nest" in Port Townsend, Washington, hiking, playing golf, and loving life! For the last four years I have ridden in the Multiple Sclerosis 150, a two-day bicycle ride through Northern California to raise money for MS research, in honor of Cyndy's cousin, stricken by the disease five years ago. We are truly blessed!



Jim Upshaw(Y/R)

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