



# JES DESHIELDS, Ph.D., FCA, CFRE

*Principal Consultant and Founder*

**Crescent Leadership**

[www.crescent-leadership.com](http://www.crescent-leadership.com)



For the past 25 years, Dr. Jes DeShields has studied, evaluated, and applied models of leadership, organizational behavior, and systems change across multiple sectors. From Fortune 250 and privately-owned companies, to local, national, and global nonprofits, to entire communities, Jes's work has ranged from preparing leaders to successfully run their organizations to improving the trajectory of organizations in crisis and those poised for growth to executing system-wide responses to existential threats, such as competition, and most recently, the pandemic.

While writing her dissertation, Jes was told, "Just put pen to paper! It doesn't have to become your life's work." And yet, the conceptual framework of Jes's original research manifests daily in her work with Leaders, Teams, and Organizations. Elements of an environment reciprocally influence each other, creating a reinforcing context. The reciprocal influence and reinforcing context breed conditions for evolving and convoluted organizational problems. A Leader's role in untangling or further tangling these issues is inevitable. **How** people lead, and the type of culture they perpetuate has the most profound impact on how effectively they can **untangle the system**. Jes founded Crescent Leadership, a business consulting and executive coaching firm based on Leader-First® strategies, her distinct methodology for organizational change. Leader-First® strategies challenge leaders and teams of leaders first to examine how their action or inaction reinforces conditions for enduring growth and vitality or stagnation and decline. Jes's essential research will be published in her book, due to hit shelves in 2023.

Known as a passionate and engaging storyteller, Jes cultivates client relationships of transparency, trust, and authentic connection. Her consulting approach focuses on the long game, applying the appropriate infusion of innovation with endurance-based strategies and conscientious culture mapping.

Prior to launching Crescent Leadership, Jes led the Leadership Consulting team for Girl Scouts of the USA. She and her team served as thought partners and consultants to CEOs across the 50 states, their senior team members, and their Boards, where they navigated dynamic and frenetic operational environments daily. Jes earned her Ph.D. in Management-Leadership and Organizational Change in 2014. She currently teaches at Cornell in Executive Leadership, Women's Leadership, Change Leadership, and Nonprofit Management Certificate programs and is a Lecturer at The Brooks School of Public Policy. Jes regularly speaks and writes on the topics of leadership, team dynamics, and organizational change.

Jes is one of 98 Fascinate® Certified Advisors and one of 6,300 Certified Fund-Raising Executives worldwide. Jes also has earned Certificates in Leading Remote Teams, Nonprofit Finance, and Diversity, Equity, and Inclusion.

While Jes is zealous about leadership, equity, and causes related to self-sustainability and women, her first love is family. She lives in Greenville, South Carolina, with her courageous and creative daughters, Madeleine and Emily, her brilliant husband, Dr. Brian DeShields, their dogs Atlas and Archer, and cat Amos where they regularly fulfill their curiosity and passion for adventure and nature.





# About Crescent Leadership

**Crescent Leadership** is a consulting and executive coaching firm founded on the principles of its distinct approach—Leader-First® Leadership. Leader-First® strategies challenge leaders first to examine how their action or inaction reinforces organizational conditions for enduring growth and vitality or stagnation and decline.

## Our Mission

Using Leader-First® strategies, we transform the systems that inhibit organizations from learning, evolving, innovating, optimizing, and enduring.

## Our Vision

To restore the distinctive nature of leadership.

## Our Team

While Crescent Leadership works with organizations of all types and sizes, our more than 200 years of collective experience gives us a particular lean to Professional Service, Manufacturing, Nonprofit, Government, Military, and Healthcare Sectors.



## Our Why

To develop Leaders who embrace Leader-First® Touchstones so that they build enduring organizations committed to improving the human experience.

## Our Living Breathing Values

- ❖ Be annoyingly curious.
- ❖ Protect health like our life depends on it.
- ❖ Laugh-cry more.
- ❖ Own our nerd.
- ❖ Live just beyond our comfort zones.
- ❖ Love first... period.

## Crescent Leadership Manifesto

*The theoretical underpinning of the Leader-First® Model*

At Crescent, we believe the word “**Leader**” is overused and misunderstood.

We believe “**Leader**” is not an entitlement that someone bestows upon you. It is an earned honor, and it must be earned again day after day.

At Crescent, we don't take leadership lightly.

We believe **Leaders** are naturally curious and know that their leadership journey never ends.

We believe **Leaders** know wellness matters, and that their physiological health is inherently linked to how well they lead others.

At Crescent, we believe **Leaders** do what is right, not what is expedient.

We believe **Leaders** see *difference* as the essential thread that weaves together the fabric of their extraordinary teams.

We believe **Leaders** are steady in the face of crisis, and fearless in the face of stagnation.

We believe **Leaders** embrace who they are and connect authentically.

At Crescent, we believe that the personal mission of **Leaders**, is to build more **Leaders**.