



Sinikka Waugh

Bio

Sinikka Waugh

Founder, Owner, Trainer, and Coach

Sinikka Waugh, president and founder of Your Clear Next Step, spends her days helping people have better workdays. Trainer, coach, business leader, and difference maker, Sinikka is known for consistently helping people improve their emotional intelligence and find innovative ways to solve problems and get things done at work. Putting her 20+ year background in languages, literature, and project management to good use, Sinikka has provided compassionate leadership in transformation initiatives and helped over 50,000 people have better workdays since 2008.

Her clients value how her results-driven professionalism blends seamlessly with her down-to-earth, “try this now” approach and her relentless passion for helping others achieve *even better*. Her class participants describe her as energetic and engaging (even over Zoom!).

Sinikka holds a BA from Central College, an MA from the University of Iowa, and is a certified Project Management Professional through the Project Management Institute (PMI). Sinikka and her husband Spencer live in Indianola, Iowa with their daughters.

The team at Your Clear Next Step lives the company’s core values of being intentionally reliably useful, approaching problems with creativity and the art of the possible, being positive people-people, and demonstrating humility alongside confidence as they deliver training and coaching to their clients in central Iowa and around the world.