

Frequently Asked Questions



About Michaun Winborn & Born2Win Coaching

- What made you start Born2Win Coaching, and why focus on senior leaders?

I saw a gap in how well-meaning leaders were being equipped to lead across differences. I focus on leaders like you because you're often positioned to create the biggest cultural shifts but may lack support without judgment.

- How does your background uniquely qualify you to coach senior leaders?

I've managed DEI strategy at a global level, coached across ethnicity, ability and gender, and built a track record of helping leaders gain clarity, courage, and practical tools.

- Have you coached or worked with white male executives before?

Yes, many. Some were early in their journey, others were seasoned. My work meets each client where they are.

- What assumptions do you have about me when we walk into a room?

None beyond what I observe. I stay curious, not critical. My goal is understanding, not judgment.

- How do you balance holding leaders accountable without shaming or blaming them?

By focusing on behavior and impact, not identity. Identity is important for context because it shapes your initial perspective, but accountability is about growth, not guilt.



- Do you consider yourself neutral in these conversations or are you bringing a specific agenda?

I bring a values-based lens centered on equity and human dignity. That's different from being politically motivated or biased for or against any group.

- What's your coaching style? Do you challenge, guide, or educate?

All of the above. I ask hard questions with compassion, and I support real growth. I mostly ask questions to guide you to your own answers, but I will suggest articles or books, even videos if they speak dire

- What feedback have you received from other executives you've coached?

That they feel safe, seen, and stretched. They say I make hard topics feel doable. I'm happy to provide feedback examples if needed.

- As a Black woman diversity coach, do you find it difficult to relate to different experiences or perspectives?

No. I don't have to share your identity to understand your leadership context. My training, experience, and curiosity bridge the gap.

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About Born2Win Coaching

- What does "Born2Win" mean in the context of leadership?

That you, as well as the people you lead, were created for greatness. All of us were created with the capacity to grow, include others well, and lead with courage, even when it's uncomfortable; and I will be there to support you as you develop those skills.

- What industries have you worked in, and how transferable is your approach to my organization?

Finance, Retail, Property Management, and Nonprofit. My frameworks are adaptable across sectors.

- Is this more of a coaching firm or a DEI consultancy?

Both. I offer coaching for individual leaders and facilitation for teams. The common thread is inclusive leadership.

- Do you have a team or is it just you?

I lead most sessions directly. For larger engagements, I partner with trusted collaborators. If additional support is needed for our engagement, we will have a thorough conversation before including a new party.

- How do you measure the effectiveness of your coaching or facilitation?

Through client feedback, pre/post assessments, and observed behavior shifts.

- How do you handle situations when clients get defensive or shut down?

I slow things down, invite honesty, and help unpack what's underneath without shaming.



- What's the typical ROI a leader or team can expect from your work?

Increased trust, stronger engagement, better team dynamics, and more inclusive decision-making. These changes can be seen in employee pulse/opinion surveys, direct feedback and performance reviews. You may even see improvements in your personal relationships too!

- How long have you been doing this, and who are some of your clients?

Over 5 years in DEI strategy and coaching. Past clients include corporate VPs, ERG leaders, and C-suite teams.

- Do you customize your work for each leader or team or is it a standard process?

Customized. I use consistent principles but tailor the experience.

- What makes your approach different from other DEI or leadership firms we've worked with?

I blend coaching, cultural intelligence, and business strategy. And I don't shame people into compliance. There is always an element of mitigating risk for the company you work for, but I focus on your growth - the risk mitigates itself as you grow.

- Are you insured, credentialed, or affiliated with any coaching organizations?

Yes. I carry liability insurance and am certified in coaching methodologies. My Professional Diversity Coaching certification is from The Institute for Coaching Innovation (formerly CoachDiversity Institute) which is International Coaching Federation certified.

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About the Coaching Process

- What exactly happens in a 1:1 coaching session?

Every session begins by confirming the focus of the session. Then we talk through real challenges, explore mindset, and build practical leadership tools.

- How do you start working with a leader who's skeptical about DEI?

By listening. I meet skepticism with curiosity and clarify how this work serves their goals.

- What topics are off-limits or not appropriate for your sessions?

None. As long as we stay respectful, we can talk about anything affecting leadership or culture.

- Will you be telling me how to think or helping me come to my own conclusions?

I'll offer frameworks, but your insight drives the process. It's your growth journey.

- How personal does this get? Are we talking about company culture or how I was raised?

Both, when relevant. Leadership is shaped by personal and professional history.

- What kind of pre-work or homework will you expect from me?

This really depends on what kind of exercises you prefer, but it can include reflection exercises, journaling, reading or watching a video. There will be a focus on trying a new behavior between sessions as well.



- Can this coaching actually change someone's behavior, or just raise awareness?

Both. Awareness is the start, but we work toward sustained change which means behavior change.

- How will I know if I'm making progress?

We'll track goals, reflect on shifts, and you'll see changes in how you lead and engage. You'll also see changes in how your employees and peers engage with you and show up at work.

- Will you be talking to my team or just coaching me individually?

Usually just you, unless we agree to expand the coaching engagement.

- What if I disagree with some of the frameworks or language you use?

That's okay, we'll explore the tension. Disagreement can lead to deeper insight.

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About Risk, Fit & Alignment

- How do I know this won't backfire or stir up resentment on my team?

Because I set clear expectations, foster psychological safety, and stay results-focused.

- Can you work with people who are brand-new to DEI and those who are further along?

Absolutely. I meet clients at any stage.

- What do you expect from me as a leader in order for this to work?

Openness, consistency, and willingness to reflect and act.

- Will this coaching help me show up differently in public spaces (town halls, panels, etc.)?

Yes. You'll gain clarity, confidence, and more inclusive language.

- How do I know this isn't just a checkbox or PR move?

Because I don't do performative work. This is about real leadership transformation.

- I'm busy. What's the minimum time investment I need to make for this to work?

One hour, at least once a month for 1-on-1 coaching. But the impact is shaped by what you practice in between.

- What if my company's not fully aligned with this kind of work? Can I still benefit individually?

Yes. You don't need company "buy-in" to grow as a leader.



- Are you more focused on “inclusion” or “equity” or “culture”?
What's the entry point?

Inclusion is the entry point. From there, we address equity and culture. Both are impacted by how well you include others.

- What's the end goal of working with you, for me, for my team, for the company?

To lead with more integrity, inclusivity, and influence, and to create spaces where everyone can win.

- Why should I trust you?

Because I tell the truth, hold space with care, and have helped leaders like you grow without guilt or confusion. I'm who you've been waiting for.