

Insight on Coaching – Guest Bio

Markku Kauppinen, President, Extended DISC North America Inc.

Introduction

Markku Kauppinen is the founder and president of Extended DISC North America, Inc. His focus and passion are to help executives to make better decisions about their employees, teams and organization. Markku's specialty is to help executives to accomplish this by providing them with specific information to understand the causes of the problems and to make business decisions with confidence.

Experience

Markku's background and education are in corporate finance where he became accustomed to making sound financial decisions based on accurate information. He quickly identified that there was a very limited amount of information available when decisions were made about the most valuable asset, organization's employees. In addition, the limited information that was available was not clear, concise or user-friendly. As a result, poor decisions with significant financial consequences were made frequently. It was clear that intuition and experience alone were never consistently enough.

Education

Markku was born in Helsinki, Finland and emigrated to the U.S. in 1984. He has a Bachelor's degree in Management and Marketing and a MBA in Finance.

Professional Affiliations, Publications and Recognition

In 1997, Extended DISC North America, Inc. introduced a revolutionary type of information to help executives to better lead their organizations. Since then, Markku has become recognized as the foremost authority in helping executives in the US, Canada, Europe, Asia and Latin America to solve complex employee, team and organizational issues.