



Life & Leadership Coaching for Hospitality Professionals

Winter & Spring 2026 Offerings

1:1 Life & Leadership Coaching

Leaders in the hospitality industry face countless challenges. From managing “up” to owners and managing down the chain of command to the team, they face conflicting agendas, often leaving them in state of chronic stress and burnout. Individual coaching addresses the specific needs and goals of the client, with a strong emphasis on mindfulness to achieve the desired results. Individual clients can opt for 2-4 sessions per month, with a minimum six-month commitment.

The Full Cup Collective Group Coaching

Being a giving person can sometimes feel like a lonely endeavor--you give and you give just hoping to be seen and heard and valued as you do for others. In this new cohort, participants in group coaching will have a chance to explore what's holding them back from living their best lives. We'll challenge fixed mindsets, self-sabotaging behaviors, and unfulfilling relationships to help you move out of burnout and stress to create lives of freedom, balance and choice. Sessions take place on the 1st and 3rd Wednesdays of the month, from 5:30pm-7:00pm PST. Six available slots remaining.

Team Coaching & Sales Training

Team coaching is the perfect way to elevate sales, productivity, communication, and teamwork--particularly during moments of change for an organization. Teams bring common problems to the table, and with the help and facilitation of a coach, are empowered to solve them together. This not only empowers the team to find the best solutions, but fosters a team culture that's collaborative, emotionally intelligent, and capable of achieving big goals. A great investment for organizations looking to take their teams to the next level.

[Schedule your free, 30-minute chemistry call here](#) or email Lori at coach@lorivarsames.com

Why work with Lori?

Award-Winning Expertise You Can Trust:

Lori Varsames is an ICF-certified Professional Coach (PCC) with specialized training in trauma-informed coaching, group coaching, and organizational mindfulness. Named "Best Career & Life Coach of Sonoma County" two consecutive years by The North Bay Bohemian, she brings proven excellence to every engagement.

Your Industry Insider:

With decades immersed in the wine world, Lori speaks your language. From her early days leading bicycle tours throughout France, to her distribution and supply roles in D.C. and Santa Fe and to her work for prestigious importers like Kermit Lynch Wine Merchant and Vintage '59 Imports, she's not only been up close and personal with wineries but also with countless businesses in the industry. As lead for Marketing & Partnerships at Sonoma Valley Visitors Bureau since 2019, she maintains intimate connections with 300+ local, hospitality-focused businesses.



Results-Driven Sales & Marketing Insight:

Lori has sold to the nation's most discerning sommeliers, retailers, and distributors, holding records for exceptional performance. Her 15 years crafting brand narratives and content strategies across hospitality, wellness, and tourism sectors means she understands what drives success in your market.

Coaching that Goes Deeper:

Lori transforms overworked, reactive teams into productive, mindful, and collaborative cultures. Her trauma-informed approach dismantles limiting beliefs and builds sustainable success—essential for professionals serving others with excellence. She empowers your team to lead with authenticity and lasting impact.

Specialties

Personal Growth & Empowerment

Stress Management

Career Changes

Leadership Development

Organizational Mindfulness

Culture Shifts & Change Management