

Allison Krug, MPH, PCC

Epidemiologist and High-Performance Coach
Founder & CEO, TrainMyAIM, LLC

Allison Krug is an intuitive scientist and ICF-certified professional coach (PCC) and educational consultant who works with individuals and organizations to develop purposeful action. Ms. Krug leads with her head and her heart, fully and joyfully responding to the needs her clients bring, whether they are quantitative or qualitative. Her science consulting clients include organizations developing and evaluating quality improvement studies and population-based health interventions for which they would like to identify and measure meaningful outcomes.

Her individual clients are intelligent, intense adults and parents navigating ADHD, giftedness, autism, and complex life challenges, transitions, and relationships. Her clients include founders, physicians, athletes, artists, executives, and military spouses who are navigating demanding personal and professional lives. A certified facilitator for SENG (Supporting the Emotional Needs of the Gifted), Alli and her co-facilitator lead small groups with parents of gifted/2e (twice exceptional) children of all ages. These families find life-changing support in these six-week sessions.

As a coach, Alli specializes in helping intense high performers channel their energy and start living on purpose. In her consulting work, she blends the partnership dynamic of a coach with the expertise of a gifted/2e advocate with 20 years' experience to help parents develop a values-aligned vision for their child's education and chart the pragmatic steps necessary to make this plan come to life in their household.

Her work is rooted in evidence-based coaching methods, neuroscience, and executive function strategy. She is a COR.E Energy™ Specialist, a practicing epidemiologist, and the founder of Artemis Biomedical Communications. Known for blending instinct with process, Alli brings both structure and deep intuition to her work as a coach and scientist, helping clients clarify what matters and build the discipline to be a highly effective leader at home and in their profession.

Alli brings a whole-person lens to her work, integrating physiology and psychology, movement and nature. Her coaching draws from Cognitive Behavioral Theory (CBT), Acceptance and Commitment Theory (ACT), Self Determination Theory (SDT), Positive Intelligence®, Positive Psychology, and Kazimierz Dabrowski's Theory of Positive Disintegration. Her approach is unconventional because it blends directness, humor, deep

empathy, and a relentless commitment to co-creating meaningful progress. The result is insightful, measurable change that feels as authentic as it is transformative.

What sets Alli apart is her comfort with both science and faith. As a practicing Catholic, she helps clients navigate between the seen and the unseen, entropy and order. Together, she and her clients co-create a coaching partnership that integrates spiritual practice to support discernment. Alli is based in Virginia Beach, Virginia and works virtually with clients worldwide. She lives with her husband and two sons, and spends her free time running, paddleboarding, riding and training horses, splitting wood, and learning to rope in hockey rink parking lots just for fun.

International Coaching Federation – PCC level coach (>1000 hours’ experience)

ADHD Coaches Organization – Professional ADHD Coach

iPEC Certified – Leadership, Wellbeing, and Performance Dynamics™ Specialist

iPEC Certified Energy Leadership™ Index Master Practitioner

