wild wayfinding

Media Kit



Lea Appleton, MA, MDiv, PCC, NBC-HWC

Discernment Coach and Wayfinding Guide
Founder, Wild Wayfinding
Author, *Walking & Wayfinding*

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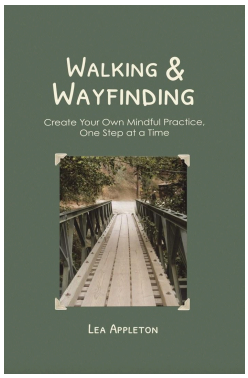
About Lea

Lea Appleton walks. A lot. It is how she finds her bearings, and she helps others find theirs through her practice at Wild Wayfinding. As the author of *Walking & Wayfinding: Create Your Own Mindful Practice, One Step at a Time* and the voice behind the Hip Hiker blog, Lea has spent years exploring what happens when people slow down enough to notice what they are longing for. A Discernment Coach and Wayfinding Guide (ICF-PCC and NBC-HWC), she has been featured in Forbes, AARP, Everyday Health, and mom.com, and has appeared on podcasts around the world. When she is not coaching, you'll find her on neighborhood sidewalks, local trails with friends, the mountain ranges of California with her husband, or hosting a labyrinth walk for anyone who needs to find their way back to themselves.

As featured in

Forbes AARP EVERYDAY HEALTH mom.com

The book



Walking & Wayfinding: Create Your Own Mindful Practice, One Step at a Time

Paperback (2024): debuted as an Amazon #1 New Release and became an Amazon #1 Bestseller in Walking. Audiobook (January 2025): debuted as an Audible #1 New Release and reached the Top 10 on Audible's Walking bestseller list in March 2026. Five Star Reviews from Reader Views and Readers' Favorite. Published by Roadmap Press.

What if the walk you can't take leads you to the one you needed? When a pandemic cancelled Lea Appleton's Camino de Santiago plans, she took to the sidewalks and trails near home and found a practice she now shares with you. Enjoy her stories and reflections, then try it yourself with journal prompts, questions, and practical tips. A good companion for seasoned walkers, doorstep beginners, and anyone ready for a new way to meet their surroundings.

What people say

"Lea's calming presence, thoughtful guidance, and intentional approach created such a grounding and meaningful experience for all of us. She reminded us of the power of slowing down, tuning in, and being present—not only in our work but in our everyday lives. The practices she shared will stay with us and continue to support our wellbeing moving forward."
—The Wellness Team

"Lea graced our stage and left us all in awe. She spoke with raw honesty, reminding us that 'flourishing comes in choosing to make the best out of the moment.' Her journey is a testament to resilience—not just surviving, but thriving with grace and intention. Lea's presence is powerful."
—Ehmandeh R.

"Appleton does a wonderful job of encouraging us to action through her book, even structuring each chapter to be framed around a walk. For those wanting to find new ways to slow down and be more aware, or even for those who already have walking and journaling as a habit, Walking & Wayfinding by Lea Appleton is a wonderful book to work through and include in your own journey!"
—Leslie Anne Smith for Reader Views

Invite Lea to speak

- **Keynote and breakout session.** *You Are Here: Learning to Read the Signs*, 30, 45, or 60 minutes.
- **Lunch and learn and workshop.** *One Tangerine, One Walk: A Noticing Practice*, 45 or 60 minutes.

Invite Lea to your podcast

Conversation topics:

- Mindful walking as a practice
- Wayfinding when the map stops working
- Pilgrimage without leaving home
- Walking, aging, and coming back to the trail
- Choosing well when the decision is hard
- You Are Here: learning to read the signs

Podcast appearances: The Walking Post, The Passionistas Project, Pockets of Knowledge, Chat with Nat, Casa de Confidence, Living the Next Chapter, High Velocity Business Radio, Test Those Breasts, One Question, Why Walking Matters, Healing for Hearts and Minds.

Coming soon: Writing with Purpose (November 28).



Other ways to experience Wayfinding

- **Wayfinding Days.** Guided days outdoors where people experience Lea's approach to mindful walking.
- **Labyrinth walks.** Hosted for communities and groups.

Credentials and certifications

Professional Certified Coach (PCC), International Coaching Federation. National Board-Certified Health and Wellness Coach (NBC-HWC). Leave No Trace Level 1 Instructor. eSpeakers Certified Virtual Presenter. 425+ clients across 22 countries and six continents, with 1,875+ coaching hours.

Has presented for

The Passionistas Project: mini masterclass presenter

Erickson Plus: co-facilitated Online Wellness Retreat

African Coaching Summit: resilience breakout session

Where Lea has appeared

- Workshop facilitator for the Wellness Team at a local fitness club
- Presenter and workshop facilitator on wellbeing at work for the online women's leadership network at a global fintech company
- Featured speaker for She Stories, Flourish Storytelling Event
- Claremont Friends of the Library Local Author Talk
- Leadership development and in-store hiking, backpacking, and camping experiences for REI #93
- Guest lecturer in "Current Issues in Career Education and Counseling" at Cal State Northridge
- Three-time presenter and panelist at President Obama's Interfaith and Community Service Campus Challenge in Washington, DC
- Keynote speaker at the UM Benefits Conference in San Diego on the topic of clergy wellness
- Presenter on community building and human connection at numerous national professional association conferences
- Expert guest on Spectrum News about observing Easter, Passover, and Ramadan during COVID

Also published

Confident You: The Raw Conversations. Real Stories of Courage, Healing, and Redefining Confidence

Became an Amazon International #1 Bestseller in Women's Authors. Lea contributed Chapter 20, "Walking Towards Well-Being: Wayfinding as a Mindful Practice," as one of more than twenty women writing about courageous change.

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Hip Hiker blog: hiphiker.com