

Beth Strathman, J.D., SPHR, ACC



Bringing out the best in others

Beth Strathman loves bringing out the best in others. After coaching and advising managers and executives as an in-house HR leader for over 17 years, Beth started her own coaching company. Firebrand Consulting was launched in 2010 with the belief that

when leaders are skilled and focused, everyone in the organization benefits. With decades of expertise developing talent in others through teaching, human resources and coaching, Beth creates significant ROI for her clients as she works with them to have more positive impact in their organizations. She is especially passionate about working with women in leadership so they enjoy demonstrated success by fully embracing their uniqueness without apology. Beth can guide leaders in your member organizations to grow and become the successful leaders they are meant to be.



Booking Beth

A teacher at heart, Beth engages each audience with wisdom gained throughout her career, using real life examples and a sense of humor. With degrees in teaching and law, Beth has the experience, perspective, and practical know-how to present her message for business leaders. She astutely gets to the heart of the matter, calling it like she sees it, while being very supportive. Beth's presentations on the "soft" skills of leadership will lead to real bottom line results for your members, including:

- higher employee retention
- increased employee engagement
- higher productivity, and
- significant reallocation of time and attention to what matters.

Your members will leave with practical ideas they can try out as soon as they return to work.

Let Beth engage your members with practical insights into what it means to lead others.

What People Say about Beth's Presentations & Workshops

**Stephanie Wright, IOM
CEO, Murray Chamber of
Commerce:**

"Beth's ability to add humor while [presenting] about important [workplace] issues . . . was wonderful. She was able to engage the audience and we walked away with tips and techniques we could immediately implement."

**Anne Burkholder, CEO, YWCA
Utah:**

"Beth's deep knowledge of management and leadership competencies, her extensive experience in HR, unmistakable professionalism, and lively, engaging teaching style—all combined to create a wonderful learning experience for our group. Her teaching style is both kind and very straightforward, an accomplishment in itself . . ."

[S]taff clearly enjoyed the intelligence, perspective, and humor she brought to her work with us. . . . I highly recommend Beth's services to any organization that wants to strengthen management, grow leadership, and create a place that engages employees to do their best work."

Workshop and Presentation Topics

Focus and Priorities: Don't Be "Left to Your Own Devices"

How do you know you're spending your time on the right things? If you're like most business leaders, you feel like you are busy all day long – pulled in a thousand different directions. Yet, when you finally turn off your devices at the end of a very long week, you feel like you've accomplished nothing. It's kind of like being in a rocking chair – you feel like you're moving, but you don't feel like you're getting anywhere.

Let Beth show your membership how to maximize results with less effort by taking back control of their focus and their time. They will:

- Get clear about the most important goals for their areas of responsibility.
- Determine the daily tasks they should focus their time and attention on to fulfill personal and organizational priorities.
- Boost their personal productivity and minimize distractions.
- Create conditions for teaching their teams how to focus their time and attention, too!

Embrace Your Uniqueness without Apology: 5 Tips for Women

Even though things are changing, masculine leadership norms still set the tone in most workplaces. Consequently, many women (whether they are in leadership or not) wrestle with aspiring to maximize their impact at work while being their unique selves. Beth lays out 5 things women can do (with male colleagues as allies) to create the respect they deserve without selling their souls.

Your female (and male) members will learn what they can do to:

- Foster better work relationships with others – male or female.
- Enhance their communication skills to successfully navigate their workplace cultures.
- Position themselves as knowledgeable and valuable.
- Stand up for themselves while being seen as a "team player".

Leadership: Are You an "Elder" or Merely an "Older"?

Occupying a leadership position or reaching a certain age, doesn't necessarily mean you have the wisdom, experience, and composure to lead others effectively. Using ancient stories and ideas, Beth highlights teachings that will benefit all of your members during the "second half of life", and especially as they step into leadership positions.

Your members will:

- Appreciate the wisdom of ancient traditions that still informs our lives today.
- Be inspired to seek challenges that will propel personal and professional development.
- Gain greater self-awareness to enhance leadership presence and impact.