

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 create 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, with humor and kindness. 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 to lead others successfully with influence, focus and an unapologetic appreciation for their own unique gifts and challenges.***

## ***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 protect your time and spend it on the right activities? If you're like most people at work, 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 that counted. It's kind of like being in a rocking chair – you're moving, but it feels like you're not getting anywhere.

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

- Minimize distractions to boost personal productivity.
- Create better boundaries that keep them sane without casting themselves as "unapproachable".
- Get clear about the most important goals and related tasks for their areas of responsibility.
- Create conditions for their teams to enhance their focus and results.

### **Finding Your Balance: Embrace Your Unique Gifts, Vulnerabilities, and Triggers Without Apology**

The world is changing. Yet, masculine leadership norms still set the tone in most workplaces. Consequently, many women (whether in formal leadership or not) wrestle with aspiring to maximize their impact at work while being their unique selves.

Understanding the role of "nature" and "nurture" helps to navigate many male/female differences. Beth lays out what women can do to create the respect from their colleagues (male and female) without apologizing or selling their souls.

Female and male audience members will learn what they can do to:

- Foster better work relationships with others, especially of the opposite gender.
- Check interpretations and enhance communication skills to navigate workplace norms professionally and with positive impact.
- Position themselves as knowledgeable and valuable.
- Stand up for themselves while being seen as a "team player".

### **Are You an "Elder" or Merely an "Older"?**

Just because you hold a formal leadership position or have reached a certain age, it doesn't necessarily mean you have the wisdom, experience, and composure to lead others effectively. Using timeless stories and ideas, Beth highlights teachings that will benefit all of your members, especially those who are in formal leadership positions.

Your members will:

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

