

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, she started her coaching company, Firebrand Consulting, in 2010 with the belief that when leaders are skilled and centered, everyone is better in the organization. With decades of experience 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 within 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 company to grow and become the successful leaders they are meant to be.



Working with Beth

A teacher at heart, Beth will work with you to assess your leadership gaps and needs and develop a training or coaching plan to get results. Her varied background in teaching, law and human resources, gives her the experience, perspective, and practical know-how to develop your leaders. She astutely gets to the heart of the matter, calling it like she sees it, with humor and kindness. Training participants and coachees will experience greater clarity about strengths and challenges, enhanced focus and discipline to achieve what really matters, and greater influence with colleagues and direct reports.

Let Beth bolster the leadership capacity of middle managers and senior leaders. Your company will experience greater employee retention, productivity, and employee engagement.

What People Say About Working with Beth

Tracy V., coaching client:

“[Beth] has helped me raise my game to a new level and **there’s no going back**. I have increased both my confidence and my level of success in “getting the job done”. . . . I am so grateful for the time I have spent with Beth and highly recommend her to any leader looking to improve their leadership skills.”

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. . . . [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.”

Shelley H., coaching client:

“The coaching I received from Beth has been **invaluable**. . . . Beth’s coaching has increased my awareness of my own personality and leadership style. . . . She has helped me through the strategic process of taking the goals and vision I have for my [area of responsibility] and making them operational and systematic in the day-to-day organization of my [team]. **I attribute my success in my first year as a [leader] to my sessions with Beth.**”

Cultivate Leadership Capacity Throughout Your Company

Let's work together to address your company's gaps related to:

- Leadership promotion and succession
- Strategic plan execution
- Leadership competencies
- Leadership diversity

Common Areas for Leadership Development

Becoming Yourself

Transforming Limiting Beliefs
Shifting Behavior Patterns
Executive Thinking Skills & Decision-Making
Personal Branding

Focus & Priorities

Leaders Dashboard
Personal Productivity-Time Management
Focused Goal Execution
Self-Organization

Influencing Others

Communicating Simply & Powerfully
Engaging & Mobilizing Employees
Creating a High-Performance Team
Influencing Beyond Your Team
Fostering Collaboration Across Teams
Managing Up
Creating a High-Performance Culture
Leading Through Change
Creating Your Powerbase

Typical Services

Embrace the Challenge Feedback

Have a leader who displays behaviors that are holding them back and negatively impacting productivity, relationships, and/or engagement? Ensure an individual leader gets the targeted feedback they need to turn things around. We'll get to the heart of the matter as I facilitate a feedback process involving a group of trusted stakeholders around an individual leader. Together, the individual leader and I will create a plan to transform the behaviors and beliefs that have been getting in the way. Add **Evolve Your Unique Leadership Coaching** for additional support.

Evolve Your Unique Leadership Coaching

Seeking more intensive, tailored support for a middle manager, senior leader or executive? Don't wait decades for your leaders to develop haphazardly. One-on-one coaching provides discreet, personalized professional development and support, yielding tangible results for the individual and demonstrable ROI for your organization. Length of engagement varies from 3 to 12 months, depending on leadership level and the number and type of competencies involved.

Leadership Proficiency Training

Consider Leadership Proficiency Training to groom a group of "high potentials" or to address experience and skill gaps in your existing leaders that you've identified from repeated employee complaints or from potentially costly employment claims. I'll work with you to tailor the training to your company's needs and culture to close common gaps in leadership competencies throughout your organization. We can add a coaching component for even better participant skills application and retention.