

Story/Keynote Ideas for Sue Bethanis, Ed.D.

- **MANAGING CHANGE AMID UNCERTAINTY** – Successful executives and managers typically are results-oriented and get things done, but often they are stressed out and overwhelmed. Bethanis addresses three optimal ways to create more ease amid constant change and uncertainty: 1) understanding the relationship between the brain and stress, 2) becoming more T-shaped (combining horizontal and vertical thinking), and 3) engaging employees in dramatically different ways.
- **BREAKTHROUGH!: Using Design Thinking to Solve Wicked Problems** – Design Thinking, popularized by IDEO and Stanford Design School, typically is applied to making great PRODUCTS. We can also apply the tenets of DT (Empathy, Brainstorm, Prototype, Implement) to designing SERVICES and EXPERIENCES for customers and employees. In her workshops and keynotes, participants use a unique hands-on approach to their designs.
- **GOT A MOMENT?: That's Enough Time to Offer Feedback or Solve a Problem** – Many leaders don't think they have time to coach their employees. However, the most effective and wise leaders leverage bits of time throughout their day and give feedback to their team anytime, anywhere—whether it's between meetings, on the phone, or even in the parking lot—to help their direct reports solve problems quickly. The *In-The-Moment* (ITM) coaching approach lets busy executives and managers solve problems on the fly.
- **RETAINING TALENT: Don't Lose Your Best Employees** – The economy is picking up, and there is a lot of growth in the Bay Area. This means people have more ability to jump from one company to the next. Wise leaders should put more attention on keeping their top talent. What are the telltale signs that your best people may be out the door, and what are the tips to do something about it?
- **EXECUTIVE COACHING: A Solid Investment for Your Organizations** – Executive coaching for both high-potential and well-established leaders has proven to be a solid investment for many Fortune 1000 corporations. Executive Coaching focuses on improving leaders' skills in influencing, coaching, decision-making, and creativity as well as expanding leaders' perspectives in strategy, innovation/design, and globalization. Executive coaches act as sounding boards in order for leaders to focus on the most relevant issues. Quality coaching engagements lead to decreased stress and increased productivity, and ultimately higher quality, more organizational strength, and solid customer service. Find out what the secrets of designing an optimal executive coaching program that makes learning stick.