

Bethany Detrich

Leadership Coach

Bethany Detrich created Leadership Growth Partners in 1997 to support world-class companies in retaining and growing leadership to Level 5 standing in rapidly changing and competitive environments. She learned from public and private sector clients that instructing is not enough. Great leaders understand how to take a company vision, distill it down to its essential parts, and then execute against it.

Bethany united her more than 20 years of experience in the areas of marketing, sales, management, and high performance leadership training to create a robust, fast-paced leadership program that enhances individual team member skills and talents while also aligning these to a corporation's mission, vision, and values. She created a rapid leadership development program that is customized to fit each client's unique company culture, and that infuses new energy and leadership ability into new and existing leaders.

Bethany has always practiced Leadership Coaching, but began officially in 2004. Using a proven Leadership Coaching process, she has coached a variety of leaders both in university settings as well as small, medium and large business. Her passion for coaching extends to philanthropic endeavors such as Carter Blood Care, her church employment club, school district coaches and university & high school students.

In her down time, you will find her training for the Susan G. Komen 3-Day for the Cure Walk, singing in her barbershop chorus, spending time with her husband and two children, or reading.

Bethany has a B.B.A. in Marketing from Texas Tech University and is a frequent instructor in the Executive Education Department of the Cox School of Business at SMU. She currently advises the successful Sales Leadership Forum for Cox at SMU. She also serves on the business advisory board for Tarrant County College. She is a top-rated speaker who has spoken on the topics of leadership, management and sales.

Leadership Coaching

*How will you get from
where you are to
where you want to
go?*



There is a growing acceptance that Leadership Coaching, some call it Executive Coaching is here to stay. It is becoming a requirement in the tool chests of leaders who wish to develop the perspective and skills required to lead organizations in rapidly changing environments.

What is Leadership Coaching?

- The coach helps the leader to gather and interpret performance feedback gathered from psychological profiling instruments and/or organizational feedback tools.
- The coach is a guide through the leader's own thinking processes, helping him or her discover what next steps to take toward his or her goals.
- The coach probes and challenges these thought processes to clarify and strengthen the leader's ideas.
- The coach acts as a conscience, supporting the leader in remaining accountable for his or her choices.
- The coach provides emotional support for the process of change and thereby bolsters the courage and resolve needed to initiate and sustain positive changes.
- The coach assists the leader to connect his or her thoughts and actions and create a balance between personal and professional goals. The coach helps the leader take action on what is known or has just been discovered.

Why Hire a Leadership Coach?

You, as a leader, are already good at what you do. In fact, many leaders are exceptional performers. What you know and how you run your company are what have gotten you to this point in your exceptional career.

You may also remember the times that you or part of your leadership team could have done better. You may remember challenges you faced from other members of the organization or even the challenges that you faced from yourself.

You are navigating an ever-changing business climate. You must keep up with the pace of the market, but also remain proactive in developing your own abilities as well as those of your team members. Oftentimes, the latter gets ignored to the detriment of your business.

Many leaders are turning to a Leadership Coach who can be a trusted (confidential) ally, friend and motivator. And, just like a sports coach, a Leadership Coach helps guide a leader to success with a winning plan to streamline strategy and operations so the leader is able to manage ever more with ever less.

A Leadership Coach can help a leader excel by providing additional insight, provide guidance to accelerate performance, while allowing leaders to conduct their own research, gather their own conclusions, and ultimately set their own paths.

What are the top two reasons leaders hire a Leadership Coach?

- To get significant results, solve a pressing problem, and/or take advantage of a major opportunity.
- To rely on a trusted advisor who is credible, engaging and has a depth of business and leader knowledge.

A leader coach is hands on with their coaching. They tell leaders how it is just like it is – no coddling. A leader coach isn't there to coddle. They're there to help top-level leaders.

A leader coach wants the same thing the leaders they are coaching want: to achieve their target goals. A leader coach works with the leaders and managers they coach to capitalize on the company's strengths to help the company achieve the very best results it can.

A Leadership Coach Can Provide Answers to Questions such as:

- How do I get my people to think like owners and go the extra mile?
- How can I get my team to agree on the right strategy?
- How can I get my boss to value my results, give me the support I need, and understand the challenges I'm facing?
- Why aren't my people accountable for results?
- We have a huge market opportunity, but how do we build the organizational capacity to take advantage of it?
- How do I position my company to beat the competition?
- How can I recruit, retain, and develop top talent?
- How can I stop the high employee turnover we are facing?
- How do I make a quick transition in my new role?
- How can I correct some serious blind spots that some of my top performers have?
- How can I spend less time putting out fires and more time setting direction for the company?
- How can this organization react to the rapid changes in the market?
- How can we focus in on the few things that we need to do to be successful, when there are so many potential priorities?