

Susan E. West

Motivational Speaker, Workshop Leader, Author, Executive Coach



Susan can speak to your organization or association about many relevant topics including Leadership, Motivation for Success, Team Building, Women's Issues including Women in Leadership and Family/Parenting. Whether it's a small staff meeting, a workshop, or a keynote address, she loves to share her passion for leadership and how it can contribute to personal success and the success of your organization. Susan engages the audience in participation and provides a high energy environment with insightful and educational topics. Susan is a trainer who can address leadership balance, result delivering strategies and personal development topics with passion, energy and humor.

Most Requested Topics

LEADERSHIP

Are you taking risks? Honestly, are you a risk-taker? Can you handle the consequences of taking risk? Are you going after what you want? Are you aligning the team for results? Susan's personal journey of becoming a trusted leader is one of the reasons she can speak to audience with an understanding of their fear and carefulness. She teaches others to take action, build their confidence and trust outcomes. Susan draws on her experience as an executive leader, leadership coach and entrepreneur sharing her stories of risk and reward.

SUCCESS

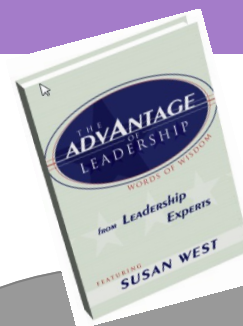
Are you selling yourself short? When do you consider yourself a success? Can you view success with a new set of eyes? Preparing for success, going after success and acknowledging success... Susan shares her knowledge and insights on how to bounce back from failure and then create success. Her audiences are left with compassion for themselves, the tools of preparation and an urgency to take on the power to choose success.

TEAM BUILDING

Are you leading or following? As a leader can you do both? Team building is bringing out the best in each individual so that the team succeeds in delivering the intended result. Are you delegating, training, coaching and promoting your team to succeed? Susan shares her own powerful business stories that will capture the audience attention. She leaves them with tools and "how-to" applications that each leader must have in their toolkit.

WOMEN'S EMPOWERMENT

Did you know women are not promoted as often as men? Did you know women are less inclined to self promote? Yet woman leaders positively impact an organizations bottom line! Studies show companies with the highest representation of female board members have higher financial performance. Experiencing the gains and losses of being a female leader after 25 years in the male dominated automotive industry, Susan shares how you can stop selling yourself short! She explains how to increase your own awareness of the impact of your leadership and how to create your leadership plan so you too can make it personal and then make the difference in the lives of those you lead.



Learn about Susan's powerful new book at www.SusanEWest.com

Audience Feedback

"Great presentation. Inspiring, knowledgeable and informative. Thank you for having her speak." ~ Joanne, MI

"No other leadership or management class even comes close to the Leadership Seminars through QuadWest Associates. Susan has helped me define who I am as a leader." ~ Rich, MI

Susan E. West



Susan West is a consultant, author and trainer/speaker. As President of QuadWest Associates, LLC, she provides HR consulting services, executive coaching services, leadership development training and online leadership resources and tools for her client's use. She brings twenty five years of corporate executive, operational and human resource experience to her audiences. Susan shares the perspectives and lessons learned from the positions she held as President of a multimillion joint venture, Vice President of the Midwest Region for a large Staffing company and Director of HR for a non-profit community service organization.

Susan's knowledge as an executive leader comes from real-world experience in leading large business units and small organizations, managing mergers and acquisitions, handling major downsizing initiatives and growing operations under detailed performance objectives. Susan is best known as an executive leader who coaches people to accomplish goals they thought were out of reach; who shares knowledge creating power in others; and empowering confidence to embrace change.

She is co-author of the book, The Advantage of Leadership and is currently working on Family Abundance to be published in 2011. Drawing on her experiences as a corporate executive, business leadership coach and small business entrepreneur, Susan knows the challenges of balancing work and family. Her workshops and presentations are targeted for empowering leaders so they are powerfully effective in their workplace, home and community.

Susan holds an M.A. in Business Administration from Central Michigan University and has earned her SPHR certification. Susan is an active member of Automotive Women's Alliance, Society for Human Resources (SHRM) and Toastmasters.

Client Testimonials

"I thoroughly enjoyed the camaraderie with fellow participants in her Leadership Workshops which were enlightening, challenging and, yes, fun... I especially valued her commitment to me during our sessions, her willingness to truly listen, and her ability to help me focus on what is most important to me." ~ George Chene, Engineering Program Manager

"I am a better employee, wife and stepmother for having the opportunity to work with Susan... Her ability to coach and lead has truly allowed me to achieve career and personal goals that I thought were out of reach. Knowing Susan has truly changed my life! In business, at times it is difficult to find a woman role model who has been able to achieve success not only in her work life but also in her family life and with her community. Susan has been that role model for me." ~ Yvonne Hobson, Vice President, Amerisure

Partial Client List

- R.L. Polk
- Vistage Detroit
- Communication Access Center
- Northwood University
- University Pediatricians
- Amerisure Insurance
- Arvin Meritor
- AirFoil Public Relations
- Kaytek International