

# Susan E. West

## 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 from supervisor to President and trusted executive leader is one of the reasons she can speak to audiences with an understanding of their fear and carefulness. She inspires others to take action, build their confidence and trust outcomes.

Susan draws on her 12 years of experience as an executive leader, leadership coach and business entrepreneur sharing her stories of risk and reward. In this one hour keynote, participants will walk away prepared to:

- “Lean Into Every Day”
- Energize team members around a vision
- Be challenged and inspired to lead by example
- Choose risk for personal and professional growth opportunities
- Radiate positive leadership so others want to work and do their best for others

### 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. In this session, participants will:

- Increase self-awareness and appreciate the impact of their actions on others
- Understand how to utilize lessons learned to build momentum and take action
- Seek out feedback to be inspired
- Discover how to “Let Go To Grow”
- Transform relationships for trust

### 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 that each leader must have in their toolkit. In this session, you will learn:

- The power of delegation to accomplish more
- How to cultivate an inspirational environment
- To celebrate small victories and keep momentum
- How to empower your team with tools for success
- To establish a structure for communication, sharing and action



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## 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 2 decades 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. In this session, participants learn how to:



- Gain a higher sense of self
- Define their leadership values
- Let their strengths lead the way
- See themselves as others see them
- Identify their own unique individual areas of leadership development critical to success

## FAMILY AND PARENTING

Does talking about money with your kids really make you crazy? Are you interested in an easy way to have those key conversations you should be having with your children? Drawing on her experiences as a corporate executive, small business entrepreneur, leadership coach and being a wife and mother of two sons, Susan understands the power of humility, compassion and humor. Audiences are delighted as Susan shares the stories of how her family inspired leadership in everyone and created an environment of respect. Learn how you too can energize and empower your family. In this workshop, parents learn how to:

- Transform relationships for trust and truth
- Empower children to be accountable for money:  
generating, spending, saving & investing
- Recognize and celebrate important transitions
- Establish a structure for communication, sharing and action
- Take your confidence and sense of worth to a higher level as a parent

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