



## Why Hire Liz Weber, CMC, CSP & the WBS Team?

When results are needed, change is expected – **experience matters.**

### WHY LIZ WEBER, CMC, CSP?

- Named a Top 30 Global Guru on Leadership
- Named a Global Top 100 Leadership Influencer
- Named a Top HR Influencer
- Author of 10 Leadership Books
- One of fewer than 100 people to hold both a Certified Speaking Professional® - CSP® and a Certified Management Consultant® - CMC® designation



Liz's guidance, mentoring, coaching, and strategic planning expertise have proven invaluable in my numerous leadership roles. Liz has made me a better leader.

Even when I felt like I didn't need coaching, Liz always helped me to see my blind spots.

—  
*Eric Henry*  
CEO/CIO, Hershey Trust Company

### LIZ WEBER & THE WEBER BUSINESS SERVICES, LLC (WBS) TEAM REGULARLY SUPPORT CLIENTS WITH...

- **Strategic Planning & Leadership Retreats** - Facilitating retreats and summits and serving as a Strategic Advisor after the event
- **Succession & Talent Development Planning** - Facilitating conversations to address leadership succession, critical staffing, and organization-wide talent development
- **Leadership Coaching & Training** - Providing executive and leadership team coaching, assessments, & training to develop the specific skills needed to achieve the desired results

## LIZ'S AREAS OF EXPERTISE...

- Leadership | Development, Influence, & Transitions
- Change | Strategic & Culture
- Strategy | Strategic & Succession Planning
- Family Business | Family & Team Roles, Scaling, & Transitioning Founders
- Boards of Directors | Roles & Function



## LIZ REGULARLY SUPPORTS...

- Leaders and Leadership Teams
  - Corporations
  - Associations
  - Government Agencies
- Small Business Owners
  - Family Business Owners
  - Women Business Owners
- Boards of Directors
- Human Resources Professionals



## VARIOUS WAYS LIZ SUPPORTS LEADERS & LEADERSHIP TEAMS...

- Strategic Business Advisory Services
- Executive Coaching
  - Individual Leader
  - Leadership Team
- Leadership Training
- Strategic Planning
- Succession Planning
- Board Development
- Retreat or Summit Facilitation
- Conference Speaker





# Liz Weber & WBS - Sample Cases

## Moving Beyond Leadership Theory - Getting Results

**CLIENT:** Regional Community Bank

**CHALLENGE:** The new CEO was charged with reversing poor earnings, low morale, and disjointed operations across six branches.

**LIZ/WBS SOLUTION:**

- Facilitated the creation of a new Strategic Plan with new Vision, Mission, Values & Goals
- Educated the Board on the plan & their role
- Provided comprehensive training for all staff to help change the culture and elevate skills
- Provided executive coaching to managers and the executive team
- Facilitated strategic plan quarterly reviews to develop accountability and momentum

**RESULTS:**

- Earned A Top 200 Community Bank in the U.S. status for 5 years in a row
- Complete culture change - engaged staff, leadership and board
- System-wide operational consistency, agility, and elevated knowledge and performance

**CLIENT:** State Government Agency

**CHALLENGE:** The strategic plan was not being implemented, new legislatively-mandated priorities were failing, morale was very low, and leadership was unsure of how to move forward.

**LIZ/WBS SOLUTION:**

- Interviewed all leaders to determine individual, team, and agency challenges
- Reset the executive team's focus, priorities, and leadership responsibilities
- Facilitated quarterly strategic plan reviews and updates to establish a cadence, focus, and accountability

**RESULTS:**

- Legislatively-mandated priorities were met
- Strategic plan initiatives moved forward or were revised to achieve greater impact with less work
- Elevated the leadership conversations through regular, focused leadership team meetings
- Coached the executive team and other leaders on their teams' roles and responsibilities

**CLIENT:** Family-Run Business

**CHALLENGE:** The owners want the business to grow and scale but are overwhelmed with daily operations, limited staff, and confusion on what to do next.

**LIZ/WBS SOLUTION:**

- Guided the creation of a simple strategic plan with Annual Goals
- Clarified family and team member roles and responsibilities
- Facilitated exercises to determine proper workflows and to document procedures
- Provide executive coaching for individual managers and select team members
- Facilitate monthly meetings with the family leadership to maintain the cadence, focus, and accountability

**RESULTS:**

- Revenues have grown 5X
- Staff size has grown 1.5X
- System efficiencies have reduced production time by 3X
- Margins are at all time highs

**CLIENT:** Senior Executive

**CHALLENGE:** The executive was new to her position and needed to make a strong positive impact, within her first 90 days, while also reorganizing an inherited team

**LIZ/WBS SOLUTION:**

- Clarified and prioritized her roles and responsibilities for quicker impact
- Identified the additional value she brought to the executive team—they didn't know they needed
- Mapped her team members' roles, responsibilities, and skill gaps
- Created a 90-Day Team Plan to systematically and collectively increase knowledge, momentum, and trust

**RESULTS:**

- Earned her 90-Day sign-on bonus
- Recognized by the CEO as a new, key advisor
- Elevated collaboration across divisions

# What Liz Weber's Clients Say...



We never could have done this without Liz. She's helped us in ways she doesn't even know.

— Jeff Chapski, President - Georgetown university Alumni Association

Liz's business coaching and mentorship has brought a level of accountability that enables us to work ON the business not FOR the business. She brings no bias or opinion to our conversations, just helpful insights into what to focus on next

— Corey Green, President, Corey's Construction

A quick update on the plan you facilitated us through development. Everyone is now beginning to recognize the progress we're making as an organization vs. just the tasks they were doing. I love it when a plan comes together and so appreciate your expertise and insights in this process.

— Stacy Tetschner, CAE, President & CEO - American Traffic Safety Services Association

Liz always shares solutions that help me clarify my focus, priorities, and company goals to ensure they are clear to me, my team, and the board. My job is to help identify what they need to be accountable for each step of the way.

— Wes Warehime, CFO, Aero Energy

It's obvious Liz knows leadership and is a leader. Another consultant we've had has never been a leader and our managers can tell. When they'd ask him a question, he'd give generic answers. When they ask Liz questions, she gives them experience-based, realistic answers and guidance they can immediately use. Our managers know she gets it.

— Sigrid Adams, Bureau Director, Michigan Rehabilitative Services

Thank you for listening and understanding what I'm dealing with. Just saying these things out loud has helped. I can't do this with anyone here.

— Senior Executive

Liz helped my company scale and run efficiently. Because of her guidance, my company is no longer dependent upon me to survive and grow. It's now in turn-key condition. Without Liz's guidance, encouragement, and accountability, I would not have the company or FREEDOM I have today.

— Jocelyne Melton, CEO, Baxter Group, Inc.

Boom! 'If it's not supporting the mission or one of the strategic metrics, don't report it' You just clarified everything!

— Brandon Stanchock, CEO, SFW Industries

A prospective client called me for a reference on Liz's training. They were a bit hesitant to sign with her because some of the management team were afraid Liz would challenge them. I told them she would, but perhaps that's what they needed. Everything else is just training.

— Kevin Steele, President, DALB, Inc.

**Connect with Liz today to identify  
your path forward!**