



SHEILA MURRAY BETHEL, PhD

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BUSINESS SAVVY
... PEOPLE SMART!

Sheila Murray Bethel, PhD

Global Leadership and Change Expert,
CEO Bethel Leadership Institute,
Bestselling Author, Hall of Fame Speaker!

Dr. Sheila Murray Bethel's expertise in Leadership and Change has helped organizations around the world; maximize human resources, forge a sense of community, and increase bottom line results. She brings a broad view of current trends and relevant issues to help strengthen your culture and your brand. Her work enhances your existing training and development initiatives.

Business savvy and people smart, she understands how to help people be their best and what it takes for any organization to grow and prosper. Her client list reads like a Who's Who of Business, Trade Associations, Education and Government. She has given over 3,000 presentations to over two million people in 20 countries.

A master at targeting her presentations for you, Sheila offers powerful, practical guidance for Leadership and Change. She artfully blends content-rich presentations with an entertaining and inspiring style. You receive the double benefit of enjoying yourself while learning practical, immediately applicable real-world material for real-world results. She cuts right to the core issues you care about most and clearly identifies what works, what doesn't and why.

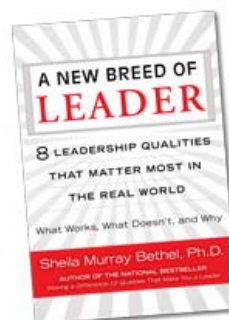
Sheila is a recipient of the *Speaker Hall of Fame* award and has been recognized as one of the "Twenty-one Top Speakers for the 21st Century," by *Successful Meetings Magazine*.

Her newest book, *A New Breed Of Leader: 8 Leadership Qualities That Matter Most In the Real World ... What Works, What Doesn't and Why*, is winning global praise:

"... Uniquely in tune with our era of change ... right book, right time."

"... Should be read by every business leader."

"... If you wonder whether you are the kind of leader needed in the twenty-first century, you're about to find out."



Johnson & Johnson

"You are truly a special speaker with a message that must be heard by every business organization."

IBM Corporation

"Your presentation was one of the highlights in what our customers thought was our best conference ever. You've been a highlight of two consecutive conferences!"

Manulife Securities

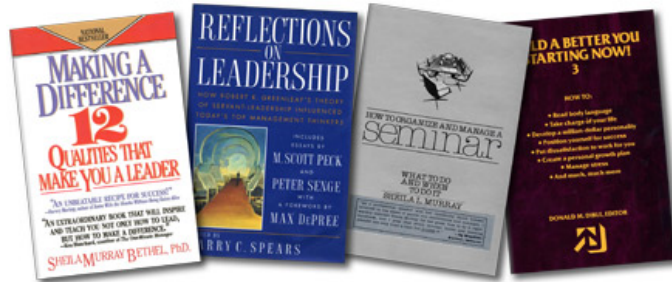
"She had the toughest spot – Saturday morning. Dr. Murray Bethel performed beyond our expectations. She energized the group, illustrating her points with excellent real-life examples and gave the audience practical ideas."

A Partial list of Sheila's worldwide clients:

- 3M
- Ace Hardware
- Aetna
- Alcoa
- American Academy Family Physicians
- American Chamber of Commerce
- American Express

Sheila's articles appear in major on-line and print publications including, *The Washington Post*, *Leadership Excellence*, *Successful Meetings Magazine*, *The Sterling Report* and many industry specific communication vehicles.

She is creator and host of two National Public Television Specials, *Making A Difference*, *Saving our Kids*, and a prolific writer with five books translated into many languages. Sheila has also written over 200 articles and authored and produced more than 50 audio/video training programs.



Sheila holds a PhD in Communications and has served on the adjunct faculty of Indiana Purdue University, San Francisco State University, and the University of Southern California. She is currently a member of the Advisory Council for Amsted University based in Malaysia.

In addition to wide experience in the profit and non-profit world, Dr. Bethel is currently Advisor to the *Leadership Academy*, of the U.S. Justice Department, Community Capacity Development Office. She has worked on projects with four U.S. Presidents, Governors, Members of Congress and the Military. She served on the Board of Advisors of America's Promise with General Colin L. Powell. In 1990, she interfaced with the Bush White House and the Polish Parliament to consult with and train Polish businesses being transformed by privatization. She established the first privately-owned business training center in Eastern Europe, located in Opole, Poland.



Leadership & Change Expert

American Financial Services Assoc.
Apple Computer
AT&T
Avon Products
Bank of America
Bausch & Lomb
Baylor Healthcare
Bergen Brunswig Drug Company
BMW
Boeing Helicopters
Booz, Allen & Hamilton
Burger King
Department of Defense
EDS
Fujitsu
General Electric
General Motors
The Hartford
IBM Corporation
ITT Sheraton Corporation
Johnson & Johnson
Kraft Foods
Massachusetts Mutual
Nat'l. Assoc. Retail Druggists
National League of Cities
New York Life
PriceWaterhouseCoopers
Quaker Oats
Quantas Air Line
Safeway Stores
Saks Fifth Avenue
Syracuse University
Prudential Insurance
United Airlines
U.S. Secret Service Agency
Varig Airlines
Walgreen's
Wells Fargo
Washington Mutual
The Washington Post
Whirlpool
(and many more ...)