

BETSY C. RICHARD

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LEADERSHIP & TEAM DEVELOPMENT | BUSINESS CONSULTANT & COACH

"My purpose/passion are to co-create/implement a business foundation in which people/organizations can thrive."

25+ years' driving business owners and teams to realize their fullest potential. Reputation for persuasively leading success in short- and long-term goal achievement through effective relationship building, embracing new concepts, high energy, optimism, and analyzing best solutions for clients. Book of Business spans multiple industries.

#Business Strategist #CultureChange #CertifiedDiSC #5Behaviors #Speaker #Author

ACUMEN

- Engaging Presentations
- Innovative Growth Strategies
- International Entrepreneurial Leadership
- Key Decision Maker Access
- Metrics Tracking
- New Product Launches
- Relationship Building
- Team Development

TRAINING

The 5 Behaviors of a Cohesive Team
Certified Trainer
2022

Everything DiSC: A Wiley Brand
Certified Trainer + Authorized Partner
2020

Archdiocese of New Orleans
Ignatian Spirituality Certified
2019

EDUCATION

Bachelor of Science, Marketing
University of Louisiana at Lafayette

CAREER ACHIEVEMENTS

Global Team Leader: Directed ~300 to #3 (U.S.) and #7 (Global) rankings.

Productivity Increase: Clients report 54% increase in productivity & 48% sales increase.

Author, *"Cajun Gumbo for the Soul: My Airbnb experiences; Praying for strangers on their journey."*

PROFESSIONAL EXPERIENCE

BETSY RICHARD CONSULTING

Principle, www.betsyrichard.com | Lafayette, LA | 2016 to Present

Focus: Branding; Business Consulting (*Assessment, Development, Expansion*); Core Values; Internal & External Operations; Emotional Intelligence; Leadership/Team Development; Sales/Marketing; Strategic People/Resource Leadership; Problem Resolution; Sustainability; Vision; Spirituality.

Clients: Entrepreneurs, Small Businesses (*up to 250*), "Solo"-preneurs, Startups.

Industries Served: Financial Advisors, Healthcare, Insurance, Non-Profits, Oil & Gas, Real Estate.

Services: Advise & lead clients through complex strategic maneuvers: business model plans & transitions, company structure, investor presentations & relations, M&A transactions, startup & growth strategies.

Marketing: Digital and other social media campaigns to support growth initiatives.

Educating Others: Conduct student leadership and etiquette training to prepare them for life.

MARY KAY INC.

Senior Sales Director | Lafayette, LA | Oct 1981 to Present

Recruited, directed, trained team yielding #3 U.S. sales ranking and #7 Global sales ranking.

Leader: Consistent Top .5% leader within the strongest direct selling company in the world.

Team Developer: Supported 1,000+ entrepreneurs in launching/expanding direct selling businesses.

Onboarding: Recruit, lead, train entrepreneurs by driving accelerated individual business growth.

Accolades: Sought out as executive leadership coach and mentor through articulating people skills and advanced business development.

AIRBNB

Hospitality Representative | Lafayette, LA | Oct 2015 to May 2021

Ratings: Earned Hundreds of Five Star Reviews, maximized occupancy with high booking rate.

Features: Added amenities and innovation to earn "Super Host" status from guests each quarter.

COMMUNITY OUTREACH

BETTER BUSINESS BUREAU OF ACADIANA, INC.

Board Director | Lafayette, LA | Since 2021

LOUISIANA ASSOCIATION OF SPIRITUAL DIRECTORS

(former) **Board Director and Vice President | State of Louisiana | Member, since 2020**