

# Betsy Wierda

ACC Certified Executive Coach,  
Senior Coach & Consultant



## **SPEAKING TOPICS**

Team-Building  
Organizational Culture  
4 Roles of Great Leaders  
Bringing Literacy to Life  
Learning Loss Strategies & Systems  
4 Discipline of Execution®  
... And More!

## **AWARDS & ACCOLADES**

FranklinCovey  
Chairman's Club Recipient  
Salt Lake City, 2021 & 2022  
FranklinCovey  
President's Circle Award  
Salt Lake City, 2016 & 2018  
Principal of the Year  
St. Johns County, 2007-2008  
Superintendent's Outstanding  
Leadership Award  
Duval County, 2004

## **CERTIFICATIONS**

7 Habits of Highly Effective People®  
7 Habits of Highly Effective Families  
4 Essential Roles of Leadership®  
Leading at the Speed of Trust  
Trust & Inspire  
... And More!

Betsy Wierda inspires and encourages diverse audiences nationwide with humor and experience-inspired insights. She has held a variety of meaningful and exciting leadership positions and is currently a Senior Coach, Executive Coach, and Consultant at FranklinCovey Education. Her goal is to improve high-achieving systems and structures within every school she serves and to enhance each as a sustainable, systemic learning community that focuses on learning for ALL stakeholders.

Betsy previously served as an exceptional student education teacher and a principal in an at-risk school in Duval County for many years. In this role, she took her team from a "challenged" status, per the state of Florida, to a high-performing school and a vital learning community. Betsy also led as a professional development director for nearly a decade. This work, alongside her experience as an administrator and a clinical educator at the University level, have equipped her to focus on individual contribution, group synergy, high-capacity systems, and intentional, measurable results for everyone.

Betsy holds a B.S. in Specific Learning Disabilities and Music Education, an M.A. in Educational Leadership, and a Doctorate in Education. She is a graduate of Leadership Jacksonville, The Weaver Executive Leadership Cadre, serves on the Ponte Vedra Arts Council and Chamber of Commerce, and sits on the Board of Directors for the Literacy Coalition at Grace Place for Children and Families.

Betsy Wierda will delight your audience with great enthusiasm and success, drawing on real-life situations witnessed during her time coaching and consulting in both urban and rural, affluent and high-poverty populations. With strength in team-building, literacy, and best practice instruction, her mission is simple: to develop courageous leaders with a passion for courageous leadership and a desire for sustainable leadership systems and whole-person paradigms!