



Bette George, MS, PCC

Bette George is a leadership coach who works with executives, business leaders, and teams to bring forth their best gifts—courageously, creatively, and productively. Bette brings special expertise to support individuals successfully navigating life and work transitions such as promotion to a new position, job or career change, moving towards retirement and reentry into the workforce. Bette's clients include Fortune 500 and small organizations, both public and private; profit and non-profit, as well as entrepreneurs, business owners and individuals committed to personal and professional mastery.

Bette's coaching practice is built upon thirty years of experience as an educator, business owner and management consultant. She combines organization development experience, including groundbreaking work in diversity, with a new appreciation for the power and potential of the purposeful conversation – conversation that helps clients embrace the conflicting demands, emotions and challenges in a workplace and world that require extraordinary presence.

Within the framework of appreciative inquiry, Bette's clients embark on a journey of self-discovery that is both developmental and transformational. She has developed a pragmatic, outcome-based approach to coaching that builds on the natural strengths of the leaders with whom she works. Partnering with her clients, she encourages innovative thinking and supports the creation of a vision and plan for the future based on personal and organizational goals.

Bette received her Masters of Science degree in Organization Development from The American University/NTL Institute and a Bachelor of Science degree in Education from the University of Virginia. She is a graduate of the Georgetown University Leadership Coaching Certificate Program and serves on the faculty of that program as a Learning Circle coach. She has achieved the designation by the International Coaching Federation of Professional Certified Coach.

Bette is co-author of two books: *A Practical Guide to Working with Diversity* and *Honoring Boundaries: Preventing Sexual Harassment in the Workplace*. She is a certified user of the Myers Briggs Type Indicator and the Bar-on Emotional Quotient Inventory.

Bette lives in the Washington, D.C. metropolitan area where she enjoys her family, friends and grandchildren. She is an avid reader, and with her husband, Vern, enjoys the theater, travel, and collecting art.