



Wendi Swanson

Strategic Leadership Consultant

ABOUT

Wendi Swanson is a globally recognized leadership consultant, facilitator, and program developer specializing in unlocking an organization's greatest asset—its people. With authenticity, intentionality, and a bit of edge, she drives human-centered growth, change leadership, and brings culture to life.

.

For over 20 years, Wendi has partnered with executives to develop high-performing teams and organizational growth strategies. She works at all levels—from frontline management to C-suite leaders—to identify root causes of stagnation and implement transformative change.

A sought-after expert, she has facilitated multilingual workshops across Russia, Canada, Mexico, Argentina, Korea, and the U.S.

To equip teams with deep insights to enhance performance, collaboration, and leadership effectiveness, Wendi leverages Emergenetics, DISC, or StrengthsFinder assessments.

In 2016, Wendi founded The Etymon Group to help organizations invest in people-driven change with measurable ROI. Her clients include Godiva Chocolatier, Best Buy, Yankee Candle, Ashley Furniture, David Yurman, La-Z-Boy, and more. She holds a B.S. in Business Administration & Marketing from the University of Northern Colorado and currently resides in Orlando, FL.

SPEAKER TOPICS



The DNA of a Leader

Leadership isn't just about titles or motivating teams—it's about inspiring true followership (yes, that's a word!). Great leaders aren't born; they're intentionally developed over time. With decades of experience building strong leadership cultures, Wendi Swanson helps organizations shape their most influential team members by tackling key questions:

- What is leadership?
- Can anyone lead?
- Is there any correlation between a title and leadership?
- How must leadership evolve to inspire people in today's modern workplace?
- What is the language of a leader?
- And many more...

Key Outcomes:

- Discover what truly defines leadership—moving beyond titles to measurable impact.
- Take control of their leadership journey—owning their growth and influence.
- Learn the blueprint for inspiration—understanding how to measure and amplify leadership that drives action.

This isn't just a discussion—it's a mindset shift. Let's build leaders who inspire action.

SPEAKER TOPICS



The Evolution of Retail

Elevating the CX in this omni-channel world is crucial for retailers. The way customers shop is continuously evolving. Brick-and-mortar experiences must adapt to stay competitive. Today's consumers expect seamless engagement across every channel, as each touchpoint with a brand influences their perception of that brand. To stand out, retailers must create a consistent experience across all channels with a highly differentiated in-store experience that captivates customers and disrupts the market.

Key Outcomes:

- **Define a unique, brand-driven CX strategy** – Craft a CX that strengthens brand identity and sets you apart from the competition.
- **Map the customer journey for maximum impact** – Identify customer touchpoints to intentionally create a seamless, engaging experience that drives loyalty and sales.
- Empower teams to deliver an exceptional CX– Equip management and frontline with the tools, mindset, and accountability needed to elevate every customer interaction.
- **Measure success and prove ROI** – Develop key performance indicators (KPIs) and scorecards to track CX effectiveness and demonstrate tangible business results.

Customer service is no longer good enough the customer expects an experience; in fact that's the only reason they come to a store.

SPEAKER TOPICS



Leading Change

Why do some people do ***“it”***, and some don’t? ***“It”*** could be as simple as wearing a name tag or showing up on time or meeting deadlines. Bridge the gap between expectations and reality. The biggest mistake leaders make isn’t failing to define goals; it’s neglecting the behaviors and mindset needed to achieve them. Go beyond managing change and lead change by applying our Change Model.

Key Outcomes:

Bridge the gap between intention and execution by identifying:

- The **mindsets** that drive or block success (fixed vs. growth)
- The **belief systems** that fuel performance and change
- The key **behaviors** that create sustainable growth

This session unpacks the layers of transformation—from leadership to frontline teams—to create measurable, lasting impact.



[Click here to access other topics and competencies](#)

PREVIOUS CLIENTS

Wendi Swanson and The Etymon Group have partnered with organizations across multiple industries around the world

- Ashley Furniture
- Best Buy
- BrandSource
- Bronxton
- Brookstone
- Clothes Mentor
- David Yurman
- Dive Equipment and Marketing Association (DEMA)

- End of the Roll
- Everything But Water
- Godiva Chocolatier
- Green Home Solutions
- Hill-Rom
- Home Furnishing Association (HFA)
- Hutchinson/Reno County Sheriff and Hutchinson Police

- La-Z-boy
- Liquor Stores NA
- Mister Safety Shoes
- Molson Coors Beverage Company
- National Association of Insurance and Financial Advisors (NAIFA)

- National Shoe Retail Association (NSRA)
- Nextar (formerly C2000)
- Nuance Global
- Ormatek (Russia)
- Petco
- Paris Jewellers

- Range USA (formerly Shoot Point Blank)
- Resurrection Christian School
- Rogers Communications
- ScubaPro
- Swarovski
- Target

- True Value Hardware
- wow! Mobile Boutique
- Yankee Candle



[Click here to see what our clients are saying about Etymon Group](#)

www.etymongroup.com

CONTACT

For more information about Wendi Swanson or to book her as your next speaker, use the contact information below



www.etymongroup.com



wswanson@etymongroup.com



[Wendi Swanson](#)



[Wendi Swanson's YouTube Channel](#)



[Unleashed - The Leadership Blueprint Podcast](#)

[Click here to watch Wendi facilitate in Moscow](#)