

ETYMON GROUP



Wendi Swanson

Strategic Leadership Consultant

ABOUT



Wendi Swanson is an internationally recognized strategic leadership consultant, facilitator, and program developer, with a focus on unleashing the heartbeat of organizations—its people. Through authenticity and intentionality (with a little edge!), Wendi encourages a human-centered approach to growth, dials down on change systems, and redefines what it means to be a leader.

For the last two decades, she has worked with executive leaders to develop high-potential teams and organizational growth strategies. Wendi also gets to the core of change by working directly with management and frontline to create growth at all levels of the organization. As a sought-after expert, Wendi gets to the root cause of what's holding a team back and creates a model for change. She has facilitated workshops using simultaneous (concurrent) translation in Russian, French and Spanish and has worked with companies in Russia, Canada, Mexico, Argentina, Korea, and the United States. In 2016, Wendi Swanson founded The Etymon Group to continue to provide organizations with quality training, change leadership and ultimately prove that there is ROI in investing in the development of people.

She has worked with companies such as Godiva Chocolatier, Best Buy, Yankee Candle, Ashley Furniture, David Yurman, La-Z-Boy Furniture, and more. Wendi has a Bachelor of Science in Business Administration and Marketing from the University of Northern Colorado, Greeley. Wendi currently lives in Orlando.

SPEAKER TOPICS



The DNA of a Leader

What does it take to be a leader? People know a leader when they see one, yet many don't know the path it takes to become one. Leadership is more than motivating teams or achieving a high-ranking position or title, it's about creating followership (ok, so this might be a made up word, you get the idea!). Leadership isn't something you can manufacture—productive and effective leadership is intentionally developed, nurtured, and blossomed over time.

Wendi Swanson has spent decades creating strong leadership culture, starting with the most influential team members by addressing the following:

- What is leadership?
- Can leadership be measured?
- Is there such a thing as a bad leader?
- How do I develop followership?

During this discussion, participants will: realize leadership is not a position or title, take ownership of their own development, and identify the measurement for leadership and inspiration.

SPEAKER TOPICS



The Evolution of Retail

Throughout decades, the customer experience has evolved and transformed to meet the ever-changing demands of how customers prefer to shop. Today, the way in which consumers shop in a brick and mortar store, is influenced by multi-channel options, which has defined how they now prefer to engage with the people, product, and even the company. From the moment a customer walks in the door of a brick and mortar store until they exit (and all that comes in between), management is responsible for developing a differentiated journey to disrupt the market and separate from the competition.

Wendi Swanson has over 20 years of experience partnering with some of the largest retailers around the globe and in a diverse array of industries. Wendi performs a needs assessment to identify the ideal customer experience; what the customer journey really is, and ultimately train management to develop systems and processes for a differentiated customer experience. She then develops and implements the strategy to deliver and measure. Wendi tailors custom solutions around a client's needs, develop a strategy for accountability, and develop a scorecard that tracks the specific key performance indicators that prove the ROI.

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, while others put little effort into “doing more.” How many times do leaders say, “Do more, sell more,” without providing the “HOW”. Often leaders define outcomes or measurable goals without defining the behaviors and mindset needed to achieve them.

Most companies are effective at identifying and communicating the outcomes they want. Often the outcomes aren’t achieved because of a lack of proactive planning on how to measure and achieve the outcomes; what are the behaviors that are going to get their employees to their goals? This is the number one mistake executives make and the number one thing that brings companies out of alignment. That’s where the Change Model comes into play.

Wendi Swanson breaks down the layers of the Change Model and how each contributes to sustainable organizational, leadership, and personal growth. Wendi helps organizations to identify specific mindsets (fixed vs. growth) that prevent individuals from achieving outcomes, the belief systems that positively drive change and performance, honing in on the specific behaviors that yield sustainable growth.

PREVIOUS CLIENTS

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

Retail

- Best Buy
- Bronxton
- Brookstone
- David Yurman
- Everything But Water
- Godiva Chocolatier
- Liquor Stores North America
- Mister Safety Shoes
- Paris Jewellers
- Petco
- Range USA (formerly Shoot Point Blank)
- Reitmans/Smart Set
- Rogers Communications
- Tan Bella
- Target
- True Value Hardware
- Wow! Mobile Boutique
- Yankee Candle



Wendi Swanson
Strategic Leadership Consultant

<https://youtu.be/gYO0dqrqURI>

www.etymongroup.com

PREVIOUS CLIENTS

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

Associations, Buying Groups, Licensees & Franchisees

- Ashley Furniture
- BrandSource
- Clothes Mentor
- Dive Equipment and Marketing Association (DEMA)
- End of the Roll
- Green Home Solutions
- Home Furnishings Association (HFA)
- La-Z-boy Furniture Company
- National Association of Insurance and Financial Advisors (NAIFA)
- National Shoe Retail Association (NSRA)
- Nextar (formerly C2000)
- Nuance Global
- Ormatek (Russia)
- ScubaPro
- Swarovski

Other

- Hill-Rom
- Hutchinson/Reno County Sheriff and Hutchinson Police Department
- Molson Coors Beverage Company
- Resurrection Christian School

TESTIMONIALS

“My success as a leader would not have been possible without collaborators like Wendi Swanson. I have partnered with Wendi to lead performance enhancement initiatives in multiple companies I have led. Her curiosity and desire to collaborate with our teams has been the secret to success. I live by the motto, ‘I want to get it right and not be right.’ This counts on having the opportunity to work with people like Wendi who operate that way too.

Wendi's passion and commitment to inspiring and teaching has been fun to watch. Her superpower is her ability to turn sceptics into raving fans. I have worked with Wendi over the past 20+ years in the wireless retail industry, three different companies in three different growth stages; a consumer category early in the early growth stage, a new entrant to a mature category, and a mature retailer in a mature market. In all three business stages, we experienced 20-30% sales gains.”

-Bruce Herscovici, Mile End Retail Group, Managing Partner

“When we first partnered with Wendi Swanson, we had 8 stores and were new entrants to an incredibly fast-growing retail category. In under one year, Wendi helped us grow our year-over-year business by over 10% and our attachment numbers increased over 25% both in accessories and services (range and lessons). This has helped us to fund expansion and has provided replicable systems to open new stores. We now have 32 locations in 7 states. We continue to gain market share, putting many of our competitors who are not focusing on an enhanced customer experience out of business.”

-Tom Willingham, Owner/CEO

TESTIMONIALS

“Our partnership with Wendi Swanson was exactly what our retail space needed to grow our business; from the needs analysis right through to the design and execution of our Store Manager Excellence Program. As a new retailer in a mature category, the implementation program was instrumental in helping us to align our organization’s communication, processes, and customer experience. The implementation provided the foundation to help us provide a differentiated team and client experience while helping us to successfully open new stores.

This now common language, tools and organizational mindset are the fundamental standards that align our store support functions and sales force. Wendi and team led the implementation of systems that have helped create sustainable behavioural changes on the lease line resulting in continuous sales growth, productivity and customer satisfaction.”

-Michael Cioffi, Director, Marketing, Merchandising and Communications, WOW! mobile boutique

CONTACT

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



www.etymongroup.com



Barrie@barriecohen.com
(Barrie Cohen-Publicist)



[Wendi Swanson](#)